

LEADING LIFE INSURANCE WEEKLY

The National Underwriter

LIFE INSURANCE EDITION

THURSDAY, MARCH 2, 1922

Policies Strong as Farm Mortgages Can Make Them

This is one of a series presenting the following Peoria Life features:

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| 1—Live attractive policies to meet every need. | 7—A Big Happy Family of Successful Agents. |
| 2—Lifetime contracts providing liberal commissions. | 8—Total Abstainers insured at reduced rates. |
| 3—All promotions made from the ranks. | 9—We work for and with our agents. |
| 4—Peoria Life men are trained for their work. | 10—P. D. Q.—“Policies Delivered Quickly.” |
| 5—All Death-claims paid in 30 minutes. | 11—Satisfied Policyholders make Prosperous Agents. |
| 6—We insure women on equal terms with men. | 12—Policies Strong as Farm Mortgages Can Make Them. |

Success Talks No. 12.

Confidence is the foundation of business. A life insurance salesman's efforts are helped materially if his prospect is satisfied of the reliability of the Company he represents.

Aside from its Home Office Building, the investment of the Peoria Life Insurance Company reserve funds are confined to selected farm mortgage loans, in no case for more than 50% of their value. To men unfamiliar with, or doubtful of, the absolute security of legal reserve insurance, there is satisfaction in the knowledge that their Peoria Life policies are as strong as farm mortgages can make them.

Peoria Life helps its agents to make good.

GOOD CONTRACTS TO LIVE CLEAN AGENTS

PEORIA LIFE INSURANCE COMPANY

PEORIA

ILLINOIS

The Michigan Mutual Life Insurance Co.

Detroit, Mich.

J. J. MOONEY, President
A. F. MOORE, Secretary
GEO. B. MCGILL
Supt. of Agencies

AGE SIZE STRENGTH

Acceptable Contracts ~ Satisfactory Policies

opportunities open in

Alabama
Georgia
Illinois
Indiana

Iowa
Kentucky
Maryland
Michigan

Mississippi
Missouri
Nebraska
North Carolina

Ohio
Pennsylvania
Tennessee
West Virginia

The National Underwriter

LIFE INSURANCE EDITION

Twenty-Sixth Year. No. 9

CHICAGO, CINCINNATI AND NEW YORK, THURSDAY, March 2, 1922

\$3.00 per year, 15 Cents a Copy

LINCOLN AGENTS HOLD THEIR SALES CONGRESS

Over 300 Agents Gather in Nebraska Town for Big Meeting

PRESIDENT SHUFF ABSENT

Valuable Program of Selling Methods Was Carried Out with W. B. Burruss Speaking for Shuff

Despite the absence of President Shuff of the National Association of Life Underwriters, who was forced to cancel his speaking tour through illness, the Lincoln Association of Life Underwriters held a very successful sales congress last week, at which over 300 agents were present. Agents from all sections of Nebraska attended the congress, 80 members of the Omaha Life Underwriters Association joining the Lincoln agents in the meeting. W. B. Burruss, Kansas City general agent of the Provident Life & Trust, filled the place on the program assigned to President Shuff.

Address of Welcome

Dr. Benjamin F. Bailey, president of the Lincoln Chamber of Commerce, gave a cordial address of welcome, referring to life insurance men as one of the three great classes of professional men. He said that to lawyers is entrusted the care of property interests, to doctors the care of physical welfare and to insurance men the responsibility for the future of one's self and one's beneficiaries. Mr. Bailey said that insurance men have one advantage over other men in that their business never harmed those they were called upon to administer to, which could not be said of all other professions. Robert T. Burns, president of the Omaha Association of Life Underwriters, responded to the address of welcome in behalf of the Omaha, Sioux City, Sioux Falls and other outside agents. Mr. Burns assured the Lincoln agents that they wished to cooperate in building the business and in staging such meetings. The Omaha Association has in the past had charge of the sales congresses.

C. Petrus Peterson, general counsel of the Old Line Bankers Life, closed the morning session with a paper on "How Estates Are Dissipated." Mr. Peterson made some constructive criticism of the methods of underwriting life insurance and told of the disastrous results of some settlements. He suggested that life underwriters develop a practice of measuring insurance sales to income capacity and that they study the prospect and know definitely the hazard against which he is insuring. Oak Davis, president of the Lincoln Life Underwriters Association and Lincoln general agent for the Security Mutual of Lincoln, presided at the sales congress. There was a luncheon for the agents at noon and also a dinner in the evening.

COMPANIES TO MERGE

TO ABSORB GARY NATIONAL

Preliminary Negotiations Made by Chicago National Life, the Transaction to Be Completed in a Few Weeks

Preliminary negotiations have been entered into between the Chicago National Life of Chicago and the Gary National Life of Gary, Ind., whereby the latter company will be eventually merged with the Chicago company. Wilbur Wynant, president of the Gary National Life, will go with the Chicago National and take charge of the agency work of the company and building its business. The Gary National Life has written most of its business in its section of Indiana. It feels that more can be accomplished through a larger company. The transaction will not be completed for several weeks. The Chicago National Life was organized with a capital of \$300,000 and now has \$3,000,000 business on its books. It is now writing business at the rate of \$100,000 a week. It is licensed in Illinois but has made application for entrance to Iowa and Indiana. Thomas Carey, a well-known brick manufacturer, is president. The Gary National was organized four years ago with a capital of \$100,000 and has insurance in force amounting to \$4,250,000.

The afternoon session was opened with an address by Mr. Burruss on "The Human Element in Salesmanship." Mr. Burruss said, in part: "The human element of salesmanship involves selling ourselves the goods we handle. Getting the idea of the wonderful things we have to offer. The life insurance business is second to no other calling, even the ministry. Even the minister can make no appeal to the moral instinct unless the subject is fed, and the insurance agent provides the possibility that people be fed. The sale of insurance results in giving children and people a chance to amount to something, to accomplish their ambitions."

"Life insurance offers such a field as no other line affords. It offers a young man or a young woman an opportunity for the happiness of doing good while making a living. Where can you find a line with equal opportunities to make money? The professional man must have a college education, then a professional course and then spend time building up a practice and so loses eight or nine years before he starts to build. If you work six or seven hours a day honestly and faithfully in the life insurance field you cannot make a failure."

Opportunities in Business

"Life insurance offers the greatest opportunity to sharpen the wits of any business on earth. You pick your own prospects, your own companions, your own arguments. I want to know every line. I want to know all about the drug business. I want to be able to talk to a man on his own ground. I want to talk to him from his angle. It is easier to talk to a farmer in terms of his own, about his hogs, his cattle, his business. Think of the wonderful pos-

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VOTE TO JOIN M. I. B.

DISCONTINUE OWN SERVICE

American Life Convention Approves Plan for Affiliating with Eastern Impairment Bureau

FRENCH LICK, IND., March 1.—By a unanimous and enthusiastic vote, the American Life Convention voted this morning to affiliate with the Medical Information Bureau (M. I. B.) and to discontinue within 90 days its own exchange of medical impairment service as furnished by the United Service Bureau.

This means that the distribution of medical impairment service will now be concentrated into the hands of one organization serving all life companies, large and small. This move is regarded by many as the most important ever taken by the American Life Convention. It cements relations between eastern and western companies. It brings to an end a controversy over the relative merits of the eastern and western medical bureaus that has been highly distasteful to many. It certainly brings to A. L. C. companies a broader and more comprehensive medical impairment service.

Does Not Affect Medical Section

The change does not abolish the Medical Section of the American Life Convention. It will continue to function as before and is carrying out its own program here this week. In fact, this is primarily a meeting of the Medical Section. The American Life Convention proper met here this morning in joint session with the Medical Section for the one purpose of giving its official approval to the plan for joining the M. I. B. as prepared by a special Life Convention and the board of governors of the Medical Section.

There is no desire to discontinue the Medical Section. It will continue to operate as an important unit of the American Life Convention.

Taylor Explains Plan

Charles G. Taylor, vice-president of the Atlantic Life and last year's president of the American Life Convention, was the main factor in arranging the details for the change with the M. I. B. committee. He explained the plan before a vote was asked for. Dr. C. H. English, chairman of the Medical Section and head of the Lincoln National Life medical department, opened the session with a brief talk. He then turned the chair over to Harry R. Cunningham of the Montana Life, who called the meeting to order as President of the American Life Convention. He outlined the purpose of the gathering executive committee of the American and called upon Mr. Taylor for an explanation of details.

Mr. Taylor told of the revised requirements for associate membership in the M. I. B., which are such as to admit any properly managed company, irrespective of size. The United States has been marked off into seven districts for purposes of membership. There will be no state distribution of information, as with the A. L. C., but the service will

(CONTINUED ON PAGE 24)

ANNOUNCE SHARP CUT IN POLICY TAX RATE

Decision of Government Told by Secretary Blackburn at American Life Convention

COVERS ISSUES 1917-1922

Special Meeting of Organization Held Yesterday at French Lick, Preceding Medical Section Gathering

FRENCH LICK, IND., March 1.—A sharp modification downward of the tax on the total disability and double indemnity portions of life insurance premiums has been made by the Department of Internal Revenue. Details of the ruling made by the deputy commissioner of internal revenue on Feb. 25 were announced by Secretary T. W. Blackburn of the American Life Convention at the special meeting of that organization in session here today. Some time ago, Mr. Blackburn prepared a brief for the Oregon Life which was protesting against the tax. It is now held that there shall be collected as tax one cent for each dollar or fraction thereof of casualty premium written in connection with a life insurance policy. Thus, if a life company issues a \$1,000 policy, there must be paid a tax of 80 cents upon the life premium. If the double indemnity premium is \$2, the tax is only two cents, and if the total disability premium is \$3, an additional three cents tax must be paid. Formerly it was held that an 80-cent tax must be paid for each separate portion of the premium or, as in the case outlined, \$2.40.

Retrospective to 1917

This decision applies to all life policies issued from Jan. 1, 1917, to Dec. 31, 1921. Most life companies have not paid the tax, feeling that some relief might be obtained. The tax does not affect policies issued since Jan. 1, 1922. The Revenue Department holds that a single policy is taxable on each feature of coverage. It contends that a company writing double indemnity and total disability is insuring specific hazards and that the premiums collected to cover those hazards are properly taxable as casualty insurance revenue in addition to the tax on life insurance proper.

The fact that several forms of indemnity are issued in a policy that is primarily a contract of life insurance is not a reason, the department holds, why the casualty portion of the premium should escape a tax.

Constitutes Great Saving

But, while this latest ruling does not eliminate the tax on double indemnity and total disability premiums, it reduces it so decidedly that life companies will be saved thousands of dollars. Before the Revenue Department asked life companies to pay a tax of 80 cents

per \$1,000 of life insurance, plus a similar amount on double indemnity and the same figure for total disability. This made the tax payments of many companies run into large sums.

Mr. Blackburn announced that, while this new ruling is considerable of an improvement over the old one, it is quite likely that several eastern companies will fight the taxation of anything but the amount of life insurance protection named in the policy.

He therefore advised all companies to pay the tax under protest so that a refund might be obtained in the event of a court decision favorable to the companies. The tax ceased to operate on the first of the year, but the Revenue Department will now make strenuous efforts to collect for the five years that it was in force. Deputy revenue collectors will visit life insurance home offices for the purpose of auditing the books with a view to a final settlement not later than March 10. If the amount of the casualty premium is not clearly indicated, the gross amount of such premium as compiled by the actuary will be acceptable to the Revenue Department. American Life Convention executives were very much gratified over the announcement of the reduction of the tax.

The universal opinion expressed here is that Mr. Blackburn is entitled to great credit for the work he has done in connection with this matter.

WILL CONTEST CURBY CASE

New York Life Files Suit Alleging St. Louisan Took Insurance in Contemplation of Suicide

Suit has been filed in the circuit court of St. Louis by the New York Life, charging that Clarence J. Curby, the St. Louis merchant whose accidental death involved nearly \$1,500,000 of insurance, had committed suicide and contemplated this at the time of taking the last policy. Mr. Curby, vice-president of the Smith & Davis Manufacturing Company of St. Louis and president of the St. Louis Automobile Club, was killed while cleaning a rifle in his home. A verdict of accidental death was returned and the Missouri State Life immediately paid its policy for \$500,000. The New York Life, however, has contested a \$100,000 policy, tendering payment of premiums and accrued interest on this policy, a total of more than \$8,000. Mr. Curby carried four other policies with the New York Life for \$25,000 each, but there are not contested. The one in question was taken out within the year preceding his death. So far as can be learned none of the other companies involved have followed the lead of the New York Life. Although the Missouri State Life was the heaviest insurer, there were several other large policies in existence. The Mutual Life of New York had \$210,000, the Aetna Life \$75,000, the Equitable Life of New York \$100,000 and the Phoenix Mutual \$150,000. In addition there was \$83,000 accident insurance carried in the Travelers, Continental and Columbian National Life. These policies have not been settled as yet, but there has been no indication of contest.

One of the policies, that for \$50,000 in the Union Central, carried the usual one-year suicide clause and this policy was taken out less than a year ago. It was said that probably \$450,000 had been written within the last 18 months. The Missouri law, however, makes a contest in such case very difficult. The law in that state is such that unless the intention to commit suicide can be shown, no successful contest can be made.

Penn Mutual Life

The Penn Mutual Life started to issue double indemnity benefits Feb. 15. The agents find it quite a talking point.

The Penn Mutual is no longer issuing 10 and 15 year term policies. It confines its term insurance to one, two, three, four, five and ten year term policies.

INCREASED MORTALITY PAST MIDDLE AGE

The Condition is Evidenced by All Tables. Greatest Aid in Improvement is Regular Examination of All People

BY DR. M. T. McCARTY

Medical Director, Peoples Life, Ind.

It is generally conceded that mortality up to middle life has decreased and that the average age of man at death has gradually increased, due to better hygienic conditions and better treatment and control of communicable diseases. It is now proposed to show that past middle life there has been a gradual increase of mortality, to discover the causes of this condition and propose a remedy. To prove the first point we must rely on available statistics, regretting very much that the United States life tables for 1920 have not yet been printed and that the latest available statistics are ten years old. The higher mortality for the ages past middle life is in striking contrast to the decreased mortality at the younger ages for both sexes during the past four decades. The following table shows death rates at all ages for 1900 and 1911, a study of which shows a decrease before middle life and an increase past middle life:

COMPARISON OF MORTALITY BY AGE GROUPS

Death Rate Per 1,000 Population			
(Registration States as constituted in 1900.)			
Males			
Age	1900	1911	Inc. or Dec. %
Under 5.....	54.2	39.8	-26.57
5 to 9.....	4.7	3.4	-27.66
10 to 14.....	2.9	2.4	-17.24
15 to 19.....	4.9	3.7	-24.49
20 to 24.....	7.0	5.3	-24.29
25 to 34.....	8.3	6.7	-19.28
35 to 44.....	10.8	10.4	-3.70
45 to 54.....	15.8	16.1	1.90
55 to 64.....	28.9	30.9	6.92
65 to 74.....	59.6	61.6	3.36
75 and over.....	146.1	147.4	.89
All ages.....	17.6	15.8	-10.23

Dr. M. T. McCarty, medical director of the Peoples Life of Frankfort, Ind., read this paper on "Increased Mortality Past Middle Age" before the twelfth annual meeting of the medical section of the American Life Convention at French Lick Springs, Ind., this week. Dr. McCarty's paper, read at yesterday's session, developed in detail the existence, the cause and proposed remedy for this condition. It is a comprehensive outline of the subject and shows deep study.

Further study of such tables as are available seem to point in the same direction. In the comparison of the United States life tables registration area of 1910 and the American Experience table an increased mortality is shown. The New York table bears similar conclusions. It would therefore appear that the available statistics support the conclusion that the rate of mortality is increasing past a more or less clearly defined stage of life, called middle age. It now remains to disclose the causes contributing to such a result and to find and apply how these conditions affect insurance.

The figures of average longevity and mean expectation of life just quoted only emphasize the prevalent understanding that increased hygienic measures and sanitary knowledge, principally accomplished by public health authorities, are largely responsible for the result. The lessening and better control of infectious and communicable diseases and a reduced death rate in infancy and childhood are the factors which produced the beneficial results. The saving in mortality at younger ages is offset largely by the increased waste in the older ages. As a great amount of insurance is written on lives in middle age and later, when the desire and ability to pay for larger amounts become more noticeable, it is of importance to see where the losses of life arise and how they may be minimized.

Past middle life the vital organs, especially the cardio-vascular and renal systems, are subject to more rapid de-

generation. This has always been characteristic of advanced ages. Such degenerative diseases claim 58.7 percent of total mortality after age 45. To be more specific in the causes of death, according to the government and health statistics, heart and arterial diseases from ages 30 to 39 increased 6.3 percent; from 40 to 49, 19.8 percent; 50 to 59, 30 percent; 60 to 69, 56.3 percent; 70 to 79, 156.8 percent. Apoplexy decreased under age 50, but increased from 50 to 59 18.8 percent; 60 to 69, 33.3 percent; 70 to 79, 46.7 percent. Kidney diseases decreased at all ages under 40, but increased from 40 to 49 1.8 percent; 50 to 59, 22.2 percent; 60 to 69, 43.0 percent; 70 to 79, 64.1.

About 30 percent of accepted life insurance risks, supposed to be practically normal, succumb to cardio-vascular diseases. Cancer has been gradually increasing as a cause of death at the rate of 2 percent per annum. Of all deaths from this cause, 90 percent are over 40 years of age. Possibility of control of cancer and other degenerative diseases is much more hopeful than seemed likely even five years ago.

The consumption of tobacco has risen from 3,000,000,000 cigarettes ten years ago to 12,000,000,000 in 1918, to 40,000,000,000 in 1920, to 50,000,000,000 this year. Last year we spent \$2,000,000,000 for tobacco alone, or one and one-half times the cost of running our government. Women now smoke on a much larger scale than they used to. It follows, therefore, that if allowed to continue as they are doing, there will be a large increase in the patients suffering from cancer of the tongue, high blood pressure, heart af-

fections. This fact must be considered as somewhat explaining part of the cause of this increase. Detracting some from the accuracy of this is the constantly changing of the character of our population by adding to our population millions of Poles, Slavs and Italians which we did not have at an earlier date. But this does not, in my judgment, explain this increase past middle age, that native born Americans today have not increased mortality past middle age.

The degenerative diseases have increased, but this report is somewhat offset by the fact that there are better and improved technical methods of diagnosis, and consequently more accurate reports on diseases than formerly. The result of this constant effort is to get more specific reports on the cause of death, but this will not explain altogether the increased mortality after the crucial age of man. The decided decrease in mortality which characterizes the earlier ages does not continue past middle age, but here is the line where this gradual decrease ends and the gradual increase begins, accompanied by such a class of degenerative diseases as has been referred to as caused by overeating and bad habits of life and lack of exercise, which bring on degenerative processes. Possibly a cause is increasing wealth and indulgence, along with intestinal toxins.

Affected by Modern Life

The American business man works too strenuously and in far too many instances dies young, literally working

himself into an early grave, and, too, on the other hand, the man who retires and idles his time away dies young also, just as idle machinery rusts out much quicker through non-use. So a happy medium of neither too much work nor too much idleness is imperative for a long life, but reasonable work is essential to health and longevity.

Our modern system of industry, factory system and concentration subjects the people in cities to a more strenuous life, where the wear and tear on the system is greater and the results show a higher mortality past middle life. The fierce competition and strife for business supremacy sets a rapid and strenuous pace in the business and social life of today which we did not formerly have. Opportunity to live in the open, close to nature, and to get exercise and preserve the health is not today what it formerly was.

All this goes to confirm the belief that there has been a deterioration, a decline in the vitality of the average person past middle age. The greatest factor that excites our apprehension is cardio-vascular diseases, which play the preponderant part in the production of degenerative diseases. Hence poisons, irritants, such as heavy meat eating, overeating, auto-intoxication, improper elimination, red pepper, mustard, tobacco and alcohol irritate the inside coats of the arteries and capillaries and are followed by inflammation, swelling, thickening, hardening, narrowing of the lumen of these vessels, thus impeding the circulation and producing high blood pressure, enlargement of the heart and a degenerative condition of the tissues of the arteries and kidneys, resulting in apoplexy and premature death. Excitement, worry and overwork cause an expenditure of nerve force along with the struggle for wealth and social position, playing an important part in causing these degenerative symptoms. This is especially noticed in the strain and stress of the fierce competition in our large cities.

Then we have the big dinners, late suppers and late dances or theater, heavy smoking, overeating, drinking and other bad habits of life, and little rest, with application to business the next day, which results in degenerative processes. Think of the tired, overworked stomach, heart and kidneys—a tension with no vacation, no mercy to these tired, overworked organs!

Sources of Trouble

We should know that an excessive protein diet results in poisonous by-products which are absorbed into the blood as poison, such as meats and alkaloids of tea, coffee and cocoa, which act as irritants to the inner walls of the blood vessels and which lead to thickening, hardening and high blood pressure. Overeating has the mechanical effect of increasing the blood pressure and leading to arterial troubles.

There are about 2,000,000 people in the United States who are seriously impaired from heart disease, and about 150,000 die each year from this cause, and virtually nothing has been done against this disease. Insurance statistics show that about 2 percent of persons examined by insurance companies are rejected each year because of various organic heart troubles. We know that the presence of heart trouble greatly shortens the longevity of those afflicted. In insured lives in the industrial population this disease is second to tuberculosis.

The death rate from heart trouble increases with age. The medical inspection of school children will result in a better mortality from this disease. Heart disease stands first in the list of causes of death in old age.

Middle Age Affected by Youth

There has not been the progress in the control of the diseases of adult life that has been accomplished in the diseases of the earlier years through the prevention of acute infectious

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NOTEWORTHY PROGRAM IS GIVEN AT DENVER

Particularly Valuable Selling Material Is Presented at Colorado Congress

EDWARDS "SUB" FOR SHUFF

Former National President Replaces Present One, Who Was Unable to Attend Meeting

DENVER, COLO., Feb. 28.—The second annual sales congress held here last Wednesday under the auspices of the Colorado Association of Life Underwriters was arranged for that date in order that John L. Shuff, president of the National Association of Life Underwriters, might be present; but on arriving in Denver Mr. Shuff, on account of illness, had to transfer to another train and proceed on his journey home. Even though the 300 or so insurance men present were deprived of the opportunity to hear Mr. Shuff, the convention was carried out, and a very successful event from every standpoint resulted.

The presiding officer was J. S. Fabling, a member of the executive committee of the National Association.

In his "Words of Welcome," A. Norman Dempsey, president of the Colorado Association, pointed out that the life insurance man of today was doing a wonderful work of service and should be welcome in every home and in every walk of life.

Plans of Colorado Association

L. H. Baine, secretary-treasurer of the Colorado organization, came next on the program and told of the things the association has planned for the coming year. Beginning March 27, a meeting will be held each month on the last Monday of the month until December. At these meetings subjects that will be helpful in selling insurance will be taken up. The topic for the first meeting will be "Sales Process." This subject will not be covered in the one meeting, but will be taken up only in part, with other phases taken up at later meetings. Each meeting will be in charge of one agency, and the agency that has charge of the meeting will look after the securing of speakers and other details of the meeting. Each insurance man attending the conference will register his name on a slip of paper and must be in readiness to take part in the discussion any time during the meeting that he is called upon. This will make it possible for everyone to take part in the meeting and more good will result in consequence.

Edwards Takes Shuff's Place

The place that Mr. Shuff was to have occupied on the program was ably filled by J. Stanley Edwards of the Aetna Life, former president of the National Association of Life Underwriters. Mr. Edwards told of the value of an organization such as a state or national association, and how the business has been bettered and raised in the estimation of the public through the efforts of organization. "People have just as much regard for the life insurance business as we have in it and ourselves," said Mr. Edwards. "By acting together in organizations we know and understand each other, and we approve of our business and each other. An association establishes a mouthpiece to the public and the legislature."

"Sources of Prospects" was the subject of B. A. Notzon, agency director of

(CONTINUED ON PAGE 16)

C. OF C. POST IS FILLED

J. L. MADDEN IS NEW MANAGER

Now in Charge of Policyholders' Service Bureau of Metropolitan Life at Home Office

WASHINGTON, D. C.—Feb. 28.—Appointment of James L. Madden of New York as manager of its insurance department is announced by the Chamber of Commerce of the United States. The naming of Mr. Madden fills a place which has been vacant for some months and completes within the headquarters of the chamber the organization of new departments designed to represent the major divisions of business.

Mr. Madden goes to the chamber from the Metropolitan Life, where he has been directing the work of the company's policyholders' service bureau. He will take up his new duties about the middle of March.

The chamber's insurance department was created to promote the expansion of American insurance nationally and internationally, and to bring the seller and buyer of insurance into agreement regarding the fundamental principles of insurance. It is not intended to take the place of nor to duplicate the work of insurance organizations, but rather to serve as a focal point for all branches of the insurance business. It will form a medium for expression of opinion by all classes of insurance on current business subjects, just as the chamber as a whole is able to perform a national service in obtaining and presenting the consensus of business thought for the benefit of the government and the public.

Aside from its function of co-ordinating the common interest of the insurance field, the insurance department will render a direct service to the chamber's insurance clientele and also will supply to business men generally detailed information regarding insurance problems.

Basis for Selection

"In selecting a new manager for the insurance department," said Elliot H. Goodwin, resident vice-president of the chamber, "we have sought the services of a man who is not a partisan of any branch of the insurance industry. The new manager of the department has not been selected because he is a life man or a fire man, mutual man or a stock company man, but because he is a man who, we believe, can carry out and expand the policies of the chamber."

"A canvass of the country was made to secure the right man, a man who would be able to give to the membership of the chamber such information regarding insurance matters as is being furnished regarding manufacturing, distribution, financial and transportation affairs by other chamber departments."

Mr. Madden is a graduate of Washington College and holder of a law degree from New York University. As director of the activities of the policyholders' service bureau of the Metropolitan it was his work to carry on educational efforts among the company's policyholders. During the war he was an ordnance officer, charged with speeding up production in plants supplying munitions.

Fond du Lac Agency's Meeting

John L. Fox, general agent of the Old Line Life of Milwaukee at Fond du Lac, Wis., was host at an agency meeting and dinner there at which Rupert F. Fry, president of the company, John E. Reilly, secretary and treasurer, and John J. Mayer, vice-president, were the guests of honor.

As a part of the session Mr. Fox presented President Fry with \$115,000 examined business. It was announced that Mr. Fox has \$2,000,000 of business on his books, out of which there has not been a single death so far. At the busi-

STEVENSON TO SPEAK

IS ADDED TO OHIO PROGRAMS

Second Vice-President of Equitable of New York to Be at Three Sales Congresses

It is announced that the program-makers of the Ohio State Association three-ring sales congress have secured John A. Stevenson, second vice-president of the Equitable Life of New York. Dr. Stevenson has been ill with grip, but hopes a brief vacation which he is now taking will put him in tone to make the Ohio circuit.

The other speakers already announced are Judge Charles J. Orbison of Indianapolis, A. H. Kollenberg of Grand Rapids, Willard I. Hamilton, secretary of the Prudential, and John L. Shuff, president of the National Association of Life Underwriters. These five speakers will open the Southern Ohio congress at Cincinnati March 9, then go on to the central district at Columbus March 10, ending the three-day series with the congress for the northern district at Cleveland March 11.

The programs will be substantially the same in each city. Those in charge thought it would be better to concentrate on a few subjects, thoroughly discussed, rather than attempt too comprehensive treatment of the many phases of life underwriting.

Each local association will add an individual feature or two of its own. Columbus has secured Superintendent of Insurance Gearheart for a short address, and Cleveland has been promised a demonstration, by one of its million dollar producers, of how to write \$150,000 per month during "hard times."

Insurance men throughout the state are being circularized to attend the congress nearest them, and indications point to a good response by life men.

NEW HEADS FOR GULF COAST

M. C. Taylor, Big Producer for Mississippi Company Becomes Its President—Other Changes

At a special meeting of the board of directors last week, M. C. Taylor was elected president of the Gulf Coast Life of Gulfport, Miss., to succeed Dr. H. M. Folkes, resigned. Mr. Taylor is general agent for the company at Clarksdale, Miss., and his agency has produced most of the business on the company's books. He has other extensive interests and is well known all over Mississippi. E. C. Tonsmeire, vice-president and secretary of the Gulf Coast, has also resigned, and has been succeeded by George C. Quint of Biloxi. The following were added to the directorate at the meeting: John L. Taylor, Birmingham, Ala.; W. H. Hunt, George Quint and W. F. Carroll, Biloxi, Miss.

It is not known whether there is any change in the control of the company's stock or not, but it is generally supposed that there is. It has been rumored in various sections of Mississippi for some weeks that Mr. Taylor was seeking to obtain control of the company.

Connecticut General in Colorado

The Connecticut General Life is entering Colorado. The Stough-Vincent Insurance Agency Company at Denver has been appointed general agent for the state. The company is resigning its agency of the Travelers.

ness session an interesting address on permanent disability and double indemnity was given by L. E. Courtwright, actuary.

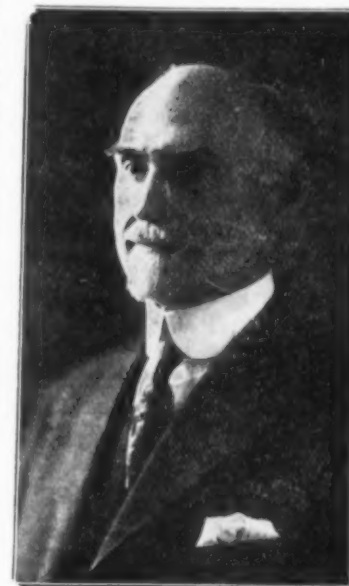
GIVES OPENING PAPER AT FRENCH LICK MEET

Twelfth Annual Meeting of Medical Section, American Life Convention is in Session

C. H. ENGLISH IS SPEAKER

In Chairman's Address Yesterday Morning, He Told of Increased Service and Excellent Prospects

Dr. C. H. English, medical director of the Lincoln National Life, gave the opening address at yesterday morning's session of the Medical Section of the American Life Convention. This group is meeting this week in French Lick Springs, Ind., and Dr. English opened the first session, as chairman, with general introductory remarks on the devel-



DR. C. H. ENGLISH
Chairman Medical Section American Life Convention

opment of the M. I. B. service and also on the general conditions in the business. He spoke, in part, as follows:

Growth of Organization

"A remarkable growth has been experienced in our organization. The interchange of thought and discussion of the scientific subjects have certainly been beneficial to all. Invaluable as the past experiences have been to the medical directors, and therefore to their companies, it is not enough to be satisfied with what has been accomplished, but it should only be the foundation upon which to accomplish greater things in future years.

"Whatever may be the result of the amalgamation between the Association of Life Insurance Medical Directors and the Medical Section of the American Life Convention, certainly the interests of life insurance are so great that both organizations may be continued very much to the advantage of life insurance generally.

"The Association of Life Insurance Medical Directors holds its meeting in October while the meeting of the Medical Section of the American Life Convention is held in February or March; therefore one should not interfere with the other. As scientific bodies, organized to discuss subjects relating to life

insurance underwriting principles, there should be no lack of material.

Value of New Service

"We are meeting under the most favorable circumstances in the history of the Medical Section, for at no time in its history have we been assured of such vast information relative to the selection of life insurance risks as is assured us through the Medical Information Bureau. The lack of information on impaired risks has been felt very keenly by companies who were able to secure information only through the United Service Bureau. At a meeting of the Association of Life Insurance Medical Directors in October, 1921, certain provisions were made for the admittance of new members into that Association. It was later found, however, that these changes were not entirely satisfactory and at a meeting on Dec. 15, 1921, these resolutions were revised and so modified that the information of the M. I. B. may be enjoyed by substantially all the life insurance companies in the United States and Canada doing business on the level premium, legal-reserve plan. The great importance of this action in harmonizing our general interests cannot be overestimated.

"The special committee who have finally brought about and worked out this plan, so that the M. I. B. might be a nation-wide institution of information, should have our undivided gratitude and thanks. I am sure words fail us in expressing what we feel this will mean to life insurance in the future. The grouping of the states into eight zones or territorial groups is a very important feature of the provisions, as it permits the small company to take the exchange in one or more of these groups, as may be desired, without taking the entire service.

Good Prospects Ahead

"In the year 1921 there was a loss of about 15 percent of life insurance writ-

ten and paid for over that of 1920, more life insurance having been placed in the latter year than any other year in history.

"The business written in January of this year gives us encouragement to believe that more business will be placed this year than in any previous year. An increase of 20 percent over January of last year is reported by one company and that, too, while many of its agents were in attendance at their annual agency conventions, at which time a week is lost in production. The American people are going to buy more life insurance this year than ever before for two reasons, the growing conviction of the protection it affords the family or estate and the assurance that they place their money or savings in the most secure financial institution that has ever been organized.

"Insurance companies are in a most healthy condition of growth, and while many lost in business written, yet most all made a fine gain in surplus. Many were the difficult problems to be met. Especially did the holding of the business written the previous year or two tax the ability of the most experienced in that line. The management of life insurance companies should be congratulated upon their fine showing.

"Death from cancer is on the increase. One week in each year has been set aside for the dissemination of knowledge for its recognition and treatment. This does not seem sufficient. A greater effort must be made against this, the only disease whose victims number more each year per thousand population.

"I would respectfully recommend that a committee of three medical directors of this body be appointed to formulate plans for the dissemination of knowledge by way of literature of such a striking or positive nature that it will not find its way to the waste basket but will be read by those who may receive it."

GIVES SELLING IDEAS

P. W. IVEY MAKES ADDRESS

University of Nebraska Man Tells Agents at Lincoln Sales Congress How to Get Business

A vigorous talk was given the Lincoln, Neb., sales congress last week by Prof. P. W. Ivey, of the department of administration, University of Nebraska, who spoke on "Selling Methods." Mr. Ivey said, in part: "Experience and training have been conceded to be a necessary combination for successful salesmanship. As long as we live we can learn. A tree grows while it is green. As long as you are green you will grow. You will improve as long as you are green enough to absorb ideas.

Make Picture of Interest

"I don't know anything about life insurance, but I have a good many agents come to me to sell me some. I had an agent solicit me a few days ago. He told me lots of things but he didn't picture to me why I should buy. A life insurance man should know his business but he is sometimes too apt to run off into a lot of figures that don't interest me. A salesman should know his merchandise but there is a good deal that should not be told a customer. If you know your business you don't have to tell it. The customer will feel it. Those who know the least talk the most and those who know the most talk the least.

"Translate what you know into terms for your prospect that he will understand. Paint a picture on the customer's mind. I admire a salesman who can paint a picture on the human mind more than an artist who can paint a picture on a canvas in a breeze. The

wind may even blow the canvas away. The artist can bring it back, but the salesman who paints on the human mind must be able to hold his subject while he finishes the picture. Any disturbance that breaks the line of thought ruins the whole work.

Persistence Brings Results

"Keep calling on men. Insurance used to be sold on the grounds of a man's fearing he might die unprepared in that line. You can't scare an American beyond a certain point. Salesmanship must go further. I am strong for positive rather than negative selling methods. Paint a positive picture of the satisfaction of having insurance, the satisfaction of creating an estate, the peace of mind resulting, the peace of mind of the relatives.

"If a man is sold on his own goods he will sell the other fellow. Salesmen create value. The difference in cost from manufacturer to consumer represents the created value of salesmanship. The merchant marks down an article till it may be below cost of manufacture for lack of salesmanship to create value in a customer's mind and make it worth to the customer the original retail selling price.

"We like to put our bodies in the care of a trained, experienced doctor. We like to put our business matters in the hands of a trained, experienced lawyer. Men like to put their insurance affairs in the hands of a trained, experienced insurance man."

Bankers Life Business

An analysis of the business of the Bankers Life of Iowa for the last year shows that 67 percent of the policies have been sold on the paid-up at age 70 plan. On the 20 pay life plan 23.8 percent was sold. On the five and ten year term 6.05, on the ordinary life 4.82. The 18 pay life shows 4.84.

The Massachusetts Protective Association, Inc.

Worcester, Massachusetts

Francis A. Harrington
President

William C. Johnson
Vice-President

This Association, organized twenty-seven years ago under the laws of Massachusetts under the title "Masonic Protective Association," for the purpose of furnishing accident and health insurance to members of the Masonic Fraternity, has recently changed its name to "The Massachusetts Protective Association, Incorporated." It has more than One Hundred and Thirty Thousand policies outstanding, and during the past five years alone has paid to policy-holders in benefits over Five Million Dollars. The Association, under its new name, will continue to insure Masons only.

Notwithstanding the fact that it operates in a limited field, the Massachusetts Protective is the largest company in the United States engaged exclusively in the commercial accident and health business. It is a stock company, maintaining the usual legal reserves and subject to the same laws and supervision as the other leading casualty companies. Its policies are non-cancellable, and not subject to modification during their term. The M. P. A. thus not only insures the policyholder, but insures the insurance.

FINANCIAL STATEMENT

Assets, December 31st, 1921	\$2,337,340.45
Premium Reserves and Other Liabilities	1,933,499.45
Capital and Surplus	403,841.00
Total Income During 1921	4,128,347.93

CHARLES A. HARRINGTON
General Manager

LEMUEL G. HODGKINS
Secretary

FRANK C. HARRINGTON
Treasurer

The Company OF the People, FOR the People—made BY the People
The Greatest Life Insurance Company in the World

Greatest $\left\{ \begin{array}{l} \text{In Assets} \\ \text{In Business Placed} \\ \text{In Business In Force} \end{array} \right.$ and Greatest $\left\{ \begin{array}{l} \text{In Service to the Public} \\ \text{In Reduction of Mortality} \\ \text{In Health and Welfare Work} \end{array} \right.$

METROPOLITAN LIFE INSURANCE COMPANY

(INCORPORATED BY THE STATE OF NEW YORK)

HALEY FISKE, President

FREDERICK H. ECKER, Vice-President

Business Statement, December 31, 1921

Assets	\$1,115,583,024.54
<i>Larger than those of any other Insurance Company in the World.</i>	
Increase in Assets during 1921	\$134,669,937.37
<i>Larger than that of any other Insurance Company in the World.</i>	
Liabilities	\$1,068,341,845.04
Surplus	\$47,241,179.50
Ordinary (annual premium) Life Insurance paid for in 1921	\$897,949,212
<i>More than has ever been placed in one year by any other Company in the World.</i>	
Industrial (weekly premium) Insurance paid for in 1921 ...	\$666,840,395
Total Insurance placed and paid for in 1921	\$1,564,789,607
<i>A larger amount placed in one year than by any other Company in the World.</i>	
Gain in Insurance in Force in 1921	\$625,695,325
<i>A larger gain in one year than that made by any other Insurance Company in the World.</i>	
Total Amount of Outstanding Insurance	\$7,005,707,839
<i>Larger than that of any other Company in the World.</i>	
Number of Policies in Force December 31, 1921	25,542,422
<i>Larger than that of any other Company in America.</i>	
Gain in Number of Outstanding Policies	1,642,425
Number of Claims paid in 1921	323,531
<i>Averaging one claim paid for every 27 seconds of each business day of 8 hours.</i>	
Amount paid to Policy-holders in 1921	\$91,348,472.98
<i>Payments to policy-holders averaged \$630.16 a minute of each business day of 8 hours.</i>	
Reduction in Industrial mortality in 10 years, 31.9 per cent.	
<i>Typhoid Fever reduction, 71 per cent; Tuberculosis, 49 per cent; Heart disease, 19 per cent; Bright's disease, nearly 30 per cent; Infectious diseases of children, nearly 37 per cent.</i>	
Death Rate for 1921 on the Industrial business lowest in history of Company.	
Dividends declared payable in 1922, nearly	\$16,000,000
Metropolitan Nurses made 2,136,000 visits in 1921, free of charge to sick Industrial Policy-holders, including 18,984 visits to persons insured under Group policies.	
Metropolitan men distributed over Twenty-five Millions of pieces of literature on health—	

Bringing the total distribution to over 238,000,000 exclusive of Company's health magazine, of which over 18,000,000 are annually distributed.

MISSISSIPPI ROW HOT

NOW SEEKING HENRY'S SCALP

Governor Russell of Mississippi Apparently Plans to Oust Commissioner If Possible

JACKSON, MISS., Feb. 28.—That Governor Russell intends, if possible, to remove Commissioner Henry from office, is indicated by a recent communication from the governor to the commissioner, in which the following demands are made:

1. That a copy of the commissioner's recent reply to Revenue Agent Robertson be given the governor, together with an explanation of the apparent shortage of \$15,779 and certain other sums alleged not to have been paid into the state treasury according to law.

2. That the commissioner furnish the governor with the exact facts and data on all deposits, withdrawals and payments made by the department, together with the deposit slips, checks, monthly statements and any other material necessary.

3. That he explain the presence of Deputy John A. McNair, who has filled the deputy's position for two terms, without the approval of the governor or the filing of the required bond.

4. That he furnish all information possible, as any public official who shall not have accounted for and paid into the treasury all sums for which he is responsible is required to vacate his office.

Commissioner Henry has replied to the governor that the information requested involves the handling of practically every transaction in the office during the past three years and that the work in collecting the data could not be done without delay by the present office force. He advised the governor

that he would begin work on it at once and furnish him with the information from time to time as he can obtain it.

Absorbed by Detroit Life

The Slovenian Benevolent league of Calumet, a fraternal organization which has been in operation for 12 years has decided to discontinue its insurance feature. The entire membership has been absorbed by the Detroit Life. Each member is insured for \$800 and constitutes one of the largest group insurance policies ever sold in Michigan. The deal was consummated by Miss Catherine C. Leary, an active agent of the Detroit Life, who has been working on the proposition for the past six months. It involved a total of \$300,000 life insurance.

Metropolitan Approves Lockwood Plan

The Metropolitan Life last week voiced its approval of the housing plan of the Lockwood Committee. Officials of the company gave their opinion of the measure at a hearing before the joint insurance committee of the legislature in Albany and approved the plan which is designed to provide funds for real estate building and relieve the housing shortage by permitting insurance companies to invest a percentage of their assets in realty bonds and mort-

gages. The only opposition to the measure was made by Stewart Browne, who represented the United Real Estate Owners Association of New York City, and an individual, E. H. Cohen, who represented no organization. The latter urged a new section to be added to the bill to compel insurance companies to renew outstanding mortgages for ten years. Mr. Lockwood, however, opposed the idea as unfair and impracticable. Mr. Browne's amendment was only to change the wording in the rental clause. The Metropolitan states, if the project was launched, it will make a careful study of the field and then enter into the plan on a large scale.

Mid-Continent's New Offices

Outgrowing its old location at 18 West Main street, Oklahoma City, the Mid-Continent Life secured a long-time lease, with option to purchase, on the four-story building corner of First street and Robinson avenue, Oklahoma City, formerly occupied by the Guaranty Bank. The building has been remodeled to suit the convenience of the company and is now being occupied by the Mid-Continent Life. The building is located in the heart of the business district.

On the night of the last day of occu-

pancy of the old offices, Edwin Starkey, vice-president and director of agencies, was asked to be present at what was ostensibly a farewell party at the old place. The entire official family, working force and many of the nearby agents with their wives were assembled. It soon developed that the affair was in honor of the birthday of Mr. Starkey, with a large birthday cake with the famous "star" and "key" inscribed thereon. Many interesting talks, a professional reader and a general good time common to insurance folks followed. Just before adjournment one of the force took the floor and in a happy manner presented Mr. Starkey with a beautiful watch bearing the inscription "From Mid-Continent Boys." The entire affair was inspired and managed by Mrs. V. Cowan of the agency department.

Agency Meeting at Davenport

R. H. Heartman, manager of Iowa agencies of the Equitable Life and president of the Des Moines Association of Life Underwriters, was guest of honor and chief speaker at a meeting of 35 of the Equitable agents from southeastern Iowa at Davenport last week. The meeting was in charge of Paul Ott, Davenport agency manager.

FIGURES FROM DECEMBER 31, 1921, STATEMENTS LIFE COMPANIES

	Total Assets	Capital	Net Surplus	New Bus. Paid for	Ins. in Force	Gain in Ins. in Force	Total Prem. Income	Total Income	Paid Policyholders	Total Disbursements
Am. Natl. Mo..	1,163,879	200,000	76,045	3,196,586	11,996,722	129,563	396,827	519,195	51,622	270,867
Farm. & B. Kan.	3,272,834	275,000	95,572	7,195,829	31,643,837	625,186	1,017,506	1,243,496	288,904	694,330
Fed. Life, Ill...	5,625,824	300,000	112,285	10,751,394	46,706,136	278,774	1,258,943	2,344,893	662,343	1,937,820
Lafayette Life...	2,451,110	155,440	3,002,574	16,304,840	1,280,126	524,174	674,588	155,821	361,951
Midw. Life, Neb.	1,991,751	200,000	42,246	3,751,628	18,504,823	1,214,357	482,251	572,155	106,005	329,781
Prudential	789,508,224	2,000,000	31,251,663	1,139,784,232	5,668,080,870	572,059,096	187,726,376	224,839,727	68,970,513	125,735,842
St. Joseph Life...	1,183,683	100,000	169,196	2,146,000	10,178,696	394,587	441,497	70,469	201,344
Southl. L. Tex..	6,249,105	300,000	125,553	15,742,418	66,291,828	1,956,393	1,774,603	2,504,936	449,880	1,680,667

The Officers and Directors of

The Kansas Life Insurance Company

are Proud to Present the Following Statement of the Condition of the Company

On December 31, 1921:

ASSETS

Real Estate Mortgages (1st Liens).....	\$817,165.00
Municipal (Kansas) and U. S. Liberty Bonds.....	245,710.84
Cash in Banks, on Interest.....	160,236.59
Cash in Banks, Open Account.....	22,763.90
Accrued Interest.....	24,090.47
Deferred Premiums.....	31,653.54
Premium Notes and Policy Loans (Within Reserve)....	34,819.66
Due from Other Co.'s (Re-Insurance).....	30,627.25

\$1,367,067.25

LIABILITIES

Present Value of All Outstanding Policies in Force, Dec. 31, '21—Including Dividends and Disability Benefits.....	\$563,193.58
Policy Claims, Not Yet Due.....	54,758.50
Premiums and Interest Paid in Advance.....	2,780.15
Reserve for Taxes, Not Yet Due.....	11,350.00
All Other Liabilities.....	5,785.90
Capital Stock.....	\$422,650.00
Surplus.....	306,549.12
Surplus to Policyholders.....	729,199.12

\$1,367,067.25

Insurance in Force, \$12,014,225.00

INCREASES FOR THE YEAR

Insurance in Force.....	\$677,546.00	Policy Reserve.....	\$169,414.54
Admitted Assets.....	243,298.69	Surplus to Policyholders.....	48,499.05

Over ONE MILLION Dollars in Approved Securities on Deposit with the State Treasurer for the Protection of Our Policyholders

WE WANT AN AGENT IN EVERY
TOWN IN KANSAS—LIBERAL
CONTRACTS AND PROMPT SERVICE
WRITE MR. EDWARDS

J. H. EDWARDS
President
W. H. EASTMAN
Secretary-Treasurer
F. H. SCHOLLE, M.D.
Medical Director

OUR POLICY CONTRACTS
SECOND TO NONE—
SEE OUR REPRESENTATIVE BEFORE
YOU BUY LIFE INSURANCE

Home Office; 701-703 Jackson Street, Topeka, Kansas

SEE PROSPERITY ON RETURN IN THE EAST

Much Work Needed However to
Get the Business in
Quantity

OUTLINE THEIR METHODS

Philadelphia Agents Express Views on
Various Phases of Present Day
Solicitation

PHILADELPHIA, PA., Feb. 28.—The life insurance man's best bet for securing business at this time, according to underwriters in Philadelphia, is to discover the channels where prosperity is coming back. Agencies throughout the East seem pretty generally agreed that the long-heralded prosperity has already begun to return, but there is some disagreement as to what lines are most profitable to work. One agency is using the Roger Babson list: bakery, boot and shoe, canning, coal, clothing, cotton goods, dairy, hosiery and knit, milling, paint and varnish, paper, paper box, printing and publishing, tire, tool, woolen goods.

See Need of Protection

Much endowment is being sold. Provident Life and Trust sells relatively more endowment than any other company, according to William S. Ashbrook, agency secretary, as its salesmen almost invariably begin their talks with endowment as the basis. Mr. Ashbrook finds that the best selling argument at this time is the fact that the now-passing period of deflation has shown the need of life insurance. Looking back, one sees the need of it vividly; looking ahead, one sees the possibility of carrying it, as business is brightening and prices are returning to normal.

In regard to relative merits of the straight cold canvass and the selected list of prospects, sentiment in Philadelphia is that this depends largely upon the personal equation of the agent. In general, the cold canvass is advised as a means of adding to the selected list. In fact, that is how the list is formed in the first place. But while adding to this list, the agent must also work concurrently at reducing it.

Side Lines Developing

Mr. Ashbrook contends there are no "side issues" in life insurance, on the ground that business insurance, income-tax coverage, etc., may very easily, and frequently, do, develop into the main issue. Other life officials put even more emphasis on the so-called side lines, to the extent of urging that the word "insurance" be eliminated so far as possible in talks with prospects, especially preliminary talks, as the prospect has a tendency to fight shy of the word "insurance." In the minds of many the underwriter is classed with the pestering book agent; in other minds the thought of "policy" conjures up the unwelcome prospect of death. Still others inform the solicitor with an air of finality that they have all the insurance they can carry. It is to get around these objections that agents in the east are being advised, in many instances, to put the so-called main issue in the background. The consensus of Philadelphia is that it very much does pay to keep the side issues in mind constantly.

Should Call Prospect List

Discussing the question as to how long a man should be kept on the prospect list, Mr. Ashbrook said the agent

(CONTINUED ON PAGE 24)



Splendid
Agency
Opportunities
Now Open
in
Illinois

Your Capital

TIME and effort are your greatest assets.

Your capital counts for most when you make your time and effort pay best returns.

Your effort is unrestricted when you hold a Lincoln Life contract because The Lincoln National Life Insurance Company issues policies on practically every application you turn in.

Your time is conserved by that high Lincoln Life efficiency which issues the majority of all policies, ready for delivery, the same day the applications reach the Home Office.

Your capital of time and effort pays you largest dividends when you

LINK UP WITH THE LINCOLN

The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building

Fort Wayne, Ind.

Now More Than \$200,000,000 in Force

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Thursday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary and General Manager; J. H. HIGGINS, H. E. WRIGHT, NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.

C. M. CARTWRIGHT, Managing Editor
HOWARD J. BURRIDGE, Associate Editor
FRANK A. POST, Associate Editor

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E. R. SMITH, Statistician; ABNER THORP, JR., Director Life Insurance Service Dept.

NEW YORK OFFICE, 75 Fulton St., New York; Telephone Beckman 5655
GEORGE A. WATSON, Eastern Vice-President.

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PERSONAL GLIMPSES OF LIFE UNDERWRITERS

Willard E. King, vice-president and manager of agencies of the Agricultural Life, Bay City, Mich., has been elected president of the Bay City Board of Commerce. This organization is one of the few in the United States with a fully equipped, self-sustaining club house. Aside from the club, it has an income of \$30,000 a year from its membership of 900. It is the city's civic center and has earned for Bay City the title of the "Glad Hand Town." Mr. King was elected a director about six months after moving to Bay City, and has been active in community work from the beginning. He is a Rotarian, an Elk, a 32nd degree Mason, a Knight Templar and a Shriner. He was formerly a newspaper man. He was assistant to the president of the Northern Assurance of Detroit for three years, four and one-half years superintendent of agencies of the Security Life of Chicago, one year agency manager of the Grange Life, which connection he resigned in order to complete the promotion of the Agricultural Life. This company's sixth annual statement, Dec. 31, 1921, showed gross assets of \$805,665.42, gross surplus of \$321,647.78, and insurance in force of \$10,860,000, paid basis. The Michigan business for 1921 was \$3,672,000.

Mr. King is a man of wide reading, fond of good books and possesses a likeable personality.

February has been set aside by the **Shenandoah Life** field force as a month of tribute to its vice-president, E. Lee Trinkle, who has just become the governor of Virginia, the home state of the company. A silver vase, having the name of each agent who produces as much as \$15,000 examined business during February, engraved thereon, will be presented to Governor Trinkle the early part of March.

George Pruitt, a former Oklahoma banker, but with several years life insurance experience, joined the Mid-Continent Life sales force in December and surprised the old timers by leading the forces in January with a personal production of \$112,500. Mr. Pruitt's recipe is simple. He believes tremendously in life insurance, works incessantly and keeps a cheerful heart and mind always.

With a production of \$1,193,750 Sam M. Cowan of Oklahoma City topped the Mid-Continent force in 1921. Mr. Cowan carries no side lines. He devotes his very life to his chosen profession, and is alert to everything that may have a bearing on the business.

Vice-President and General Manager Arthur F. Hall and Second Vice-President Walter T. Shepard, of the home office of the **Lincoln National Life** have now arrived home from their swing around the circle. They visited agencies in Texas, California, Utah, Nebraska and Iowa, holding group meetings. They have been away from the home office since Jan. 23. Mr. Hall branched off, going to St. Paul where he delivered an address before Group 1 of the Wisconsin Bankers' Association on the relation of life insurance to banks.

Paul A. Abry of Fraser & Abry, general agents in New York City for the Connecticut Mutual Life, died suddenly at his home in Sea Cliff, L. I., Monday. His first connection with life underwriting was with the Mutual Life, which he represented in this city for five years, associating with Peter M. Fraser as general agents for the Connecticut Mutual in Brooklyn in 1918. Later the firm, because of its excellent record, was given a Metropolitan general agency for the company, and now leads all representatives for the Connecticut Mutual the country over in point of new business production. Mr. Abry was a strong

personal solicitor and in addition has a wide following among brokers of New York City.

The Chicago agency of the Mutual Life under Manager **Darby A. Day** secured ten of the 50 agency leaders in the company last year. More than that Chicago gets No. 1 and No. 2 on the list. As usual Chris H. Anderson was No. 1 and Samuel Heifetz was No. 2. A. L. Thorsen was fifth, S. H. Foreman was sixth and Daniel H. Schnieder was eighth. The other Chicago leaders were R. D. Hammond, Leopold Fisher, I. B. Jacobs, J. H. Theobald and F. J. McDonald.

W. I. Whiteman, who was recently appointed assistant manager of the Equitable Life of New York at Nashville, Tenn., was given a welcome dinner when he took charge. For 20 years he was cashier of the Alabama agency. Present at the dinner as special guests were Insurance Commissioner E. N. Rogers, Deputy Commissioner T. E. Miles and Inspector of Agencies C. C. Hazell from the home office. Agency Manager Reau E. Folk presided as toastmaster.

Edward D. Horgan of Buffalo, N. Y., former president of the Life Underwriters Association, director of the Manufacturers' Club and member of the Buffalo Chamber of Commerce, died Saturday in Albuquerque, to which city he had gone in 1915 in an effort to regain his health. Mr. Horgan was for a number of years in the service of the Erie railroad, but left railroad work to go to Buffalo as associate manager of the Germania Life. In 1905 he joined with J. F. Eltges and Mathias Rohr in buying the Volksfreund Printing Company, with which firm he was connected until his death.

Harry M. Ramey of Little Rock, Ark., state manager of the National Life, U. S. A. is seriously ill. Mr. Ramey has been in bad shape physically for some time. Superintendent of Agents Walter E. Webb from the home office has been in Little Rock for some days in connection with the agency work.

President **John L. Shuff** of the National Association of Life Underwriters has returned to his home in Cincinnati, from his swing around the southwest and west on his tour of life insurance sales congresses. His trip and speech making was so strenuous that he has entirely lost the use of his voice and is confined to his home. He has not as yet made any announcement as to his future dates.

The **National Life of Vermont** announces that Vice-President Harry M. Cutler has been appointed chairman of the finance committee. Medical Director Arthur B. Bisbee has been elected second vice-president and medical director. Superintendent of Agencies Edward D. Field has been elected second vice-president, supervising the underwriting. Assistant Superintendent of Agencies Lawrence P. Brigham has been appointed superintendent of agents.

James Bogue, a graduate of the school of life insurance of Carnegie, is making a record with the Detroit Life for successful work. He was married last week to Miss Kathleen N. Kerr, at Lansing, Mich. They spent their honeymoon at Battle Creek, Mich., and Detroit, and are now at home at North Branch.

John McGregor, general agent of the Massachusetts Mutual Life at Denver, who died early in the month from an acute attack of angina pectoris, had served the company nearly 20 years. He covered the entire state for the company.

Women in Life Insurance Work

It would be interesting to know how many women there are in the life insurance business who entered it either as widows whose husbands had failed to furnish life insurance protection or on the other hand who were beneficiaries under life policies and appreciated so much the value of life insurance that they decided to engage in the business of inducing other women's husbands to insure. Here is a recent case related by **MUTUAL LIFE "Points":**

"Mrs. Laura Edwards is a new agent at New Orleans. Her husband died some time ago, leaving a policy under which she is receiving monthly payments. When the agent was soliciting her husband, Mrs. Edwards opposed it. The value of life insurance in her own experience impressed her so strongly that she decided to give her whole time to persuading others to take the protection which life insurance offers."

There is probably a greater number of women who, when thrown on their own resources, after their husband's death, saw so clearly life insurance as the only means by which the average man could provide adequately for his family that they felt that they could make a living selling it. If, as statistics prove, it is necessary that an agent be "sold" on life insurance himself before he can sell it to others and one of the tests of his probable success is that he carry a liberal amount of insurance on his own life, how much more thoroughly is a widow "sold" when she starts selling insurance as a business from the impulse gained out of her own experience, that it is a good thing and that she is sure that she can make others see it in the way that she does! All that such agents have to do is to show people their own experience and change of heart. It is the best canvassing argument that can be formulated.

Making a Time Budget

J. L. Babler, vice-president and general manager of agencies of the **INTERNATIONAL LIFE**, takes the position that life men should make a time budget as well as a money budget. The man who desires to get the most out of his money and see that it is not squandered uselessly, has a budget at least in his mind as to how much he can spend for different items. The United States government finds that the budget system is very desirable in handling its huge affairs.

Mr. Babler states that a life salesman should decide how many hours a day he intends to put in actual work. Then the different hours a day should be scheduled so that no time is lost. If a life man could see systematically a certain number of people a day, he will find that the returns would be very gratifying. The life insurance man who appreciates the value of time and knows how to employ it to good advantage will be able to make something out of his work. Mr. Babler says:

"Did you ever stop to think what you do with your eight hour day? Do you always know exactly where you are going during the first hour and the second hour and the third hour, and so on? In other words, do you route yourself and stick to your plan each day? Do you give yourself a task of seeing a certain number of people each day and do it even if you have to go over your eight hours somewhat? The best workers in any line of business are those who have a system and stick to it. If you go along in a slipshod way of attempting to find your prospects

and write them up each day, you are certainly not breaking any records. You have got to outline your work in soliciting life insurance just as you would have to do in any other line, and you have got to work just as hard for yourself as you would be obliged to work for some other fellow from whom you were drawing a salary.

"No man makes a good life insurance solicitor who does not know how to manage himself and who does not learn the value of time and system in his work. On the other hand, we have never known an industrious man who knew how to keep busy eight hours a day to fail at soliciting life insurance. Some life men wonder how it is possible that another can write two or three millions per annum while he can get in only a hundred thousand or so, and they actually believe that they have worked as hard as anybody else could work. The difference between success and failure in our business is simply one of industry and conservation of time on the one hand, and laziness and no regard for time on the other."

Service to the policyholder is not limited by merely placing the policy and collecting the first premium, for agents who know, consider each man insured as the nucleus for a new circle of prospects if the insured is properly sold.

There are many first class life insurance solicitors who would no more think of flashing a rate book on a prospect, than borrowing money from them on the spot.

VALUABLE CONGRESS HELD IN ST. LOUIS

Sales Program Brings Out 400
Life Underwriters to One-
day Meeting

MANY LAYMAN SPEAKERS

Outside Business Men, as Well as Life
Men Give Selling
Methods

The Sales Congress held by the Life Underwriters' Association of St. Louis, on Monday, Feb. 27, at the Planters Hotel, proved a great success. This was the third congress underwritten by the St. Louis association and 400 life men were present. The one-day congress was opened by Dick Oliver, inspector of agencies for the New York Life and retiring president of the association.

Dick Oliver's Welcome

Mr. Oliver, in his opening remarks, said:

"Ideals in business are as essential to it as the machinery which runs it, so it is plainly our duty every year to come together and in addition to improving our knowledge of our business, renew our faith in, and devotion to the higher ideals on which our business has been built.

"Life insurance men and women have worked well in Missouri. As a whole, life insurance agents enrich a community—never impoverish it. For instance, there are in round figures bona fide contracts in Legal Reserve Companies on the lives of Missourians amounting to over \$1,600,000,000. These contracts must eventually mature in one form or another, thereby distributing to thousands of our home folks this money at a time when most needed—at the death of the breadwinner, or at old age.

"This amount of insurance calls for a saving of approximately \$50,000,000 a year. It is evident from the annual savings as compared to the principal sum to be paid, that all money, plus interest thereon, placed with life insurance companies, comes back to policyholders in some form or other—death claims, dividends, surrender values or personal service.

"Insurance companies in the year of 1921, when most other institutions were passing up dividends, paid approximately \$200,000,000 with not a single company passing up dividends. Our institutions are stronger today than ever before, better equipped to give better service. The public is growing more appreciative of our kind of service. Therefore, in our hands lies the responsibility of doing bigger and better things. It is our moral obligation to see people, to try to persuade men and women to buy insurance, for no one knows what tomorrow may bring."

Many Big Speakers

Raymond F. McNally, vice-president of the National Bank of Commerce of St. Louis, then spoke and was followed by M. A. Stewart, who spoke on "Business Outlook," in place of his chief, William Martin, chairman of the board of the Federal Reserve Bank of St. Louis. A. L. Harty, vice-president of the International Life and former commissioner of Missouri, also addressed the congress at the morning session. President Shuff of the National Association of Life Underwriters was unable to be present, as scheduled, but J. Stanley Edwards, Denver manager for the Aetna and former national



Peoples Life Insurance Company FRANKFORT, INDIANA

Annual Statement, December 31st, 1921

ASSETS

First Mortgage Loans on Real Estate.....	\$1,530,686.00
Real Estate Home Office Building.....	100,000.00
Policy Loans.....	340,880.00
Liberty Loan Bonds.....	50,000.00
Cash and other Assets.....	152,278.07
Total Assets.....	\$2,173,844.07

LIABILITIES

Reserve on Policies.....	\$1,867,996.58
Dividends Left to Accumulate.....	43,297.15
All other Liabilities.....	36,017.45
Surplus to Policy Holders.....	226,532.89
Total Liabilities.....	\$2,173,844.07

GAINS IN 1921

Gain in Mortgage Loans \$217,236.00	Gain in Assets....\$ 375,168.84
Gain in Reserves..... 346,370.18	Gain in Ins. in Force 1,810,545.60

Insurance in Force December 31st, 1921.....\$22,352,116.00

president, spoke in his place. Mr. Edwards took as his subject, "The Answer," and told of the need of co-operative work by life underwriters. He said that the public will think as much of the life insurance business as the agents think of one another and each must do his part in joining in co-operative effort and protecting the business from political vultures in the states.

Frank C. Rand, president of the International Shoe Company, opened the afternoon meeting with an inspirational talk on "Is the Buyer Out of the Market." Mr. Rand spoke of the possibilities in the field and of the need for honest work, backed by high ideals. Jay Allen Fiske, associate manager of the Aetna in St. Louis, speaking on "Finding Prospects," brought home many salient points. At this session the newly-elected president of the Saint Louis Association made his debut. J. M. Bloodworth, local manager of the Fidelity Mutual, who has just been exalted to that position of honor and trust, gave a splendid talk on "Monthly Income, the Ideal Insurance." He was greeted with great applause. Warren C. Flynn, St. Louis manager for the Massachusetts Mutual, then spoke on "Hidden Liabilities." "No Interview, No Business," was the subject of Eugene B. Stinde, assistant general agent of the Northwestern Mutual at St. Louis. He is nationally known as the producer whose paid-up business runs into seven figures annually. Stinde's slogan is "See the folks." He emphasized the fact that he worked from 8 a. m. to 7 p. m. every day for 17 years. "Expose yourself to the public and put punch into your work," was his advice.

F. C. Ratter, representing the Bankers Life at Alexandria, Minn., which is the home town of United States Senator Knute Nelson, was the guest of Senator Nelson recently while attending the Bankers Life school of instruction in the national capital.

BANK PLAN CONDEMNED

ACTION TAKEN AT CINCINNATI

"Cleveland Resolution" Adopted by Life Underwriters There After Lively Debate

CINCINNATI, O., Feb. 28.—After a very lively discussion, the Cincinnati Association of Life Underwriters at its meeting last week went on record in opposition to the bank-insurance plan, adopting the "Cleveland resolution" by a vote of 40 to 3, with several members not voting.

President Swope then announced that he would call a meeting of the executive committee early in the week and call on the members to back up this resolution so far as the banks and companies were concerned.

The subject was introduced by the president, who stated that a large part of his time for the last week or two had been taken up in answering telephone calls from members who wanted information in regard to the insured savings plan in operation by the First National Bank of Norwood, a suburb of Cincinnati. He stated that this plan and others had been investigated by himself and the executive committee and the executive committee had reported the Cleveland resolution to the association, without recommendation for their acceptance or rejection. Harry W. Hutchins moved the adoption of the Cleveland resolution, in such changed form as to make it suitable for passage by the Cincinnati Association.

Witten Sees No Danger in Plan

L. C. Witten then stated that he was not convinced that there was any real danger or objection to the plan in op-

eration with the Norwood bank. He presented a printed folder describing the plan and said there did not seem to him anything vicious in such a plan.

Mr. Witten said he could see no reason why any man present would lose anything by the operation of this plan and that on the other hand life insurance was getting some very effective advertising. It appeared to him that due to the operation of this plan, more people would have life insurance. And if that is true, would any man present try to prevent it? That he felt that it was a "tempest in a teapot" and it should be tried out, and if it were bad, like the calf, give it plenty of rope and it would hang itself.

Eliminates Service Idea

Mr. Hutchins said that all these years agents have been teaching service in and through life insurance; that life insurance service was the outstanding monument to social economy. "The average bank clerk has neither the training nor the information to give proper service," he said. "What is the use of having sales congresses if we have life insurance sold on this basis? If the aim of this plan is to get everyone insured, why not put slot machines in stores and have people put their quarters in, turn the crank and let a policy be delivered eliminating the idea of service altogether. We may not yet be controlling all pernicious practices but we are trying to control them. Clerks of this kind cannot be controlled and it is opening the doors to rebating as they have not been in years. If it is to be tried let it be tried elsewhere. He saw nothing in the resolution that was selfish but an attempt to maintain standards.

Swope's Objections to Plan

President Swope stated that without personal feeling he could only see danger to life insurance interests in this program. The Cleveland Life Underwriters had their troubles with this

matter and thoroughly investigated it before they passed the original resolution. He had in his possession one of the contracts being issued in this connection and there was no objection to the contract itself but there was objection to the method used in selling it. If bank clerks are selling the insurance it must be stopped. Also misrepresentation must be stopped. He had found seven men who had bought this contract in the belief that it provided something which it does not provide. Another objection he brought out to the proposition was that people in general were not informed on life insurance and in case of surrender and withdrawal at end of the first year of program, if they had deposited \$105 they would expect that amount back with interest but they would only get back \$72 with interest, the other \$33 having gone to pay for life insurance which did not yet have a surrender value. In a case of this kind the banker would explain that the bank would give back its part of the deposit but the life insurance company would not give back its part. This would make the depositor bitter toward the life insurance company.

Another member stated that this would lead to twisting and it had not been very long since the association drove two men out of town for that.

Written by Regular Agents

It was stated that the Norwood Bank plan was in cooperation with the Pacific Mutual. Mr. Gantz was asked if the life insurance was written by employees of the bank or by life insurance men and replied that it was written by regularly licensed life insurance agents; that they were the employees of the Pacific Mutual and with one exception none of them were employees of the bank.

The Medical Life of Waterloo, Ia., has made application for admission to Nebraska.

BANKERS LIFE INSURANCE COMPANY OF NEBRASKA

Home Office: Lincoln, Nebraska

Assets . . . \$20,200,000.00

Bankers Life Insurance Company,
Lincoln, Nebr.

GENTLEMEN: I wish to acknowledge receipt of your check for \$304.16 handed me today by Mr. W. O. Miller, your General Agent, being the surplus accumulation on my policy No. 9654 issued on the Ten Payment Twenty Year Distribution plan for \$1,000,000, now matured.

I paid your Company \$400.00 in premiums. Now at the end of the twenty years I have several options of settlement. I chose to take the surplus accumulations, \$304.16 in cash, and a Paid Up Participating Policy for \$1,000.00 on which I will receive annual cash dividends as long as I live and at my death the face of my policy will be paid to my estate, or to whom I may direct. This only cost me \$95.84 besides having had my life insured for \$1,000.00 for the past twenty years.

I am well pleased with this settlement and thank you for the prompt and courteous payment of my policy.

Very truly yours,

LURA HALL NICHOLS.

TARKIO, Mo., Feb. 8, 1922.

TEN PAYMENT LIFE POLICY TWENTY YEAR SETTLEMENT Matured in the OLD LINE BANKERS LIFE INSURANCE COMPANY

of Lincoln, Nebraska

Name of insured.....Lura H. Nichols
Residence.....Tarkio, Mo.
Amount of policy.....\$1,000.00
Total premiums paid.....400.00

SETTLEMENT

Total cash paid Mrs. Nichols.....\$ 304.16
And a Paid Up Participating Policy for.... 1,000.00

If interested in an agency or policy contract write Home Office, Lincoln, Nebr.

OPTIMISM SHOWN AT DES MOINES CONGRESS

"Times Are Good and Getting Better" Was Slogan of Iowa Life Underwriters

MORE THAN 400 PRESENT

President Shuff's Absence Greatly Regretted, but Local Men Filled the Gap Ably

DES MOINES, IA., March 1.—"Times are good and getting better!" More consistent work, with market conditions improving gradually, will mean more business for the life insurance companies in Iowa, was the general opinion among more than 400 field men and agency officers who attended the second annual Iowa sales congress at Des Moines Friday.

The one-day session from every standpoint was a remarkable success. Unfortunately President John L. Shuff, of the National Association of Life Underwriters, scheduled as one of the principal speakers, was taken ill before reaching Des Moines and was forced to return to his home in Cincinnati. Credit for filling the gap and for making the congress a success should be given to the committee from the local association, headed by Roy H. Heartman, president of the local association, and his co-workers.

Cooperation and Competition

Fieldmen and women from all over Iowa and many from adjoining states were in attendance, and the spirit of goodfellowship and cooperation was in evidence on every hand.

After the keynote address by Mr. Heartman, the first speaker was Paul M. Ray, field supervisor for the Equitable Life of Iowa. Mr. Ray's subject was, "Cooperation better than competition." The speaker dealt admirably with the subject, emphasizing particularly the necessity for complete cooperation of the agent's desires and ideals as an essential to his ultimate success.

"We all have ideals," Mr. Ray said. "It is right and proper that we should. One man desires to be an expert golfer; the next to be an expert gardener, or whist player, and so on, but the successful life underwriter must be careful that his desires in various lines cooperate with his ultimate desire to be the most successful underwriter in the field, and not, in fact, work at cross purposes with it."

Follow Prospects Trend of Thought

Mr. Ray also pointed out the necessity of making the line of reasoning with a prospect cooperate with or follow the trend of thought of the prospect.

"Every man and woman," Mr. Ray said, "is like a huge iceberg. He or she may not be cold. I don't mean that, but I do mean that there is very little of the entire part of his or her being that shows above the water, so to speak. To be successful one must direct his line of reasoning so that it will go along with the submerged portion, and not try to turn it around and make it go the other way."

Must Learn Value of Time

John G. Phillips, manager at Des Moines for the Travelers, had as his subject, "Your time clock: when and how punched." He gave an especially forceful talk on the necessity for the proper use of one's time.

"It's up to you," Mr. Phillips said in conclusion. "You can not know the value of time until you have learned it

by actual experience, and just so long as you have not learned its value you are cheating yourself out of dollars that might be yours."

The last period before the lunch hour was taken up by H. O. Wilhelm of Omaha, general agent for the Northwestern National Life. His subject was, "Field Organization from the Standpoint of the Life Underwriter." Mr. Wilhelm pointed out the importance of thorough work in organization and its resultant benefits to the men in the field.

"My Most Difficult Case"

Just prior to the noon adjournment a vote was taken and it was decided to hold a contest during the time after lunch that was to have been devoted to the address of President Shuff. Volunteers were called for to tell the details of "My Most Difficult Case and How I Closed It." Judges were appointed and a lively three-quarters of an hour ensued, during which nearly a score of experiences were related. The first prize money of \$15 was won by Manager Hedges of the Equitable of Iowa at Chillicothe, Mo. Mr. Hedges' experience with a farmer involved his taking fifty-five grains of aspirin, buying a pig and bribing a freight train conductor to stop his train in the middle of a corn field.

The entire program was interspersed

with singing by all those present, led by W. E. Schilling of Des Moines.

Approach, Presentation and Close

The remainder of the program was taken up by three speakers, A. H. Avery, Spencer, Ia., district manager for the Royal Union Mutual Life; Frank A. McDevitt, Des Moines, special agent, Phoenix Mutual, and Mrs. Eva Nettleson, Davenport, Ia., Equitable of New York. These three speakers to the sale handled the "Approach," the "Presentation" and the "Close," respectively. All were handled exceedingly well.

An especially interesting address was that made by Prof. Clarence Wassam of the University of Iowa school of commerce and finance.

Celebrates Tenth Anniversary

Morris Fishman, superintendent of agents for Wayne county for the Detroit Life, celebrated his tenth anniversary with that company with a banquet at Mt. Clemens, which was tendered to the officers and their ladies, and to the agents of his force and home office employees.

President M. E. O'Brien, Vice-President Walsh and other officers were among the specchmakers at the banquet. Mr. Fishman was congratulated on his four years as leading general agent of the Detroit Life.

PRELIMINARY TERM BILL UP

Company Officials Speak for Plan at Massachusetts Legislative Committee Hearing

BOSTON, MASS., Feb. 28.—At a hearing given to several company officials before the legislative committee on insurance, a proposal was made to enact legislation to fix a lower minimum standard than now required for the valuation of life policies. The proposed standard is a modification of the preliminary term method of valuation and is embodied in the recommendations of the special commission appointed by the court last year. Commissioner Hobbs criticised the present method as effecting a monopoly for the established companies in preference to the newer companies. This condition arises, as the writing of new insurance under present standards is financed out of surplus accumulations. Walton L. Crocker, president of the John Hancock Mutual; Alexander T. McLane, of the Massachusetts Mutual; Robert H. Davenport, Berkshire Life, and Thomas W. Blackburn of Omaha, secretary and counsel of the American Life Convention, were present and approved the proposed law.

AMERICAN CENTRAL LIFE

Insurance Co.

INDIANAPOLIS, IND.
Established 1899

HERBERT M. WOOLLEN
PRESIDENT

Amicable Loyalty

Loyalty is a marked characteristic of all associations in which the Amicable plays a part. Its own intense loyalty to the accepted practices of life insurance and the best interests of its agents and policyholders is splendidly reflected in the high regard freely accorded it everywhere.

When agents take the Amicable rate book they soon become conscious of the sincere interest in their welfare that permeates the company's close co-operation with their efforts. Their response is immediate and gratifying—a warm appreciation of conditions a little better than they expected.

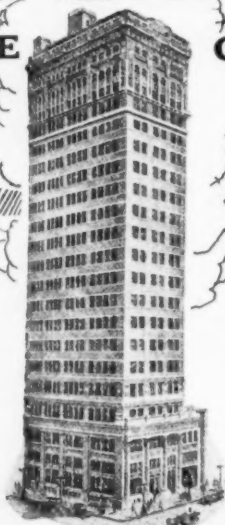
Under such circumstances it is little wonder that these agents find little difficulty in creating a spirit of loyalty to themselves and their company among their policyholders.

AMICABLE LIFE

INSURANCE COMPANY

WACO

TEXAS



NEWS OF LOCAL ASSOCIATIONS

KANSAS CITY'S GOOD PROGRAM

Meeting Planned in Honor of President Shuff Carried Out in Spite of His Absence

KANSAS CITY, MO., Feb. 25.—Kansas City life underwriters held one of their most successful meetings Saturday night, when 175 persons heard a series of addresses which were among the best ever delivered here. The occasion was National Association Day, and the insurance men had gathered primarily to meet and hear National President John L. Shuff.

The committee on arrangements, headed by Roger Davis, had arranged such a good program, and the affair had progressed so far, that when it was announced that President Shuff would not be able to come on account of his throat, it was decided to go ahead anyway. An additional speaker was secured and the program went right ahead as planned, with this single exception.

Life Insurance and Citizenship

President William Hughes of the local association acted as toastmaster. Rev. W. A. Fite of the Ivanhoe Christian Church, who has carried a rate book, gave the invocation. Charles A. Fassett of the University of Kansas, a former mayor of Seattle, gave an address on "The Good Citizen," in which he pointed out to the insurance men that in fulfilling their duty in the matter of service to their town, their state and their country, they would be serving themselves and the great institution they were promoting. He urged that the insurance men should give greater diligence in promoting all public movements which in any manner pertained to the public health, and the extension of life.

Essentials of Salesmanship

Paul M. Ivy, head of the department of advertising and salesmanship at the University of Nebraska, brought a message that was full of both information and inspiration. While urging the adoption of the most scientific methods, he insisted that the first essential to successful salesmanship was just good old fashioned work. He gave numerous instances where the worker had made good during the days of depression, and showed that his chances of success were greatly augmented by an intelligent appreciation of his proposition and his prospect.

The crowning event of the evening was the address on "Shakespeare, the Salesman," by W. B. Burruss of Kansas City, with the Provident Life & Trust. Mr. Burruss said that the characters of Shakespeare each had his idea to sell, and that these ideas were each from the great master mind. After sketching briefly examples of sales-talks by various characters, illustrating various well known principles of salesmanship, the speaker concentrated his attention to the famous oration of Marc Anthony over the dead body of Caesar. He showed how the speaker had, in the face of the most adverse circumstances, gained a hearing, removed prejudice, appealed to the interest, and secured a favorable decision. He counted Anthony as one of the great salesmen, but pointed out his fatal defect—the lack of sincerity—which later lost for him all he had gained.

Omaha, Neb.—P. M. Ray, field supervisor of the Equitable Life of Iowa, as special guest of the Omaha Association at its monthly meeting Feb. 25, spoke on "Economics of Insurance," outlining the progress of peoples from savagery to civilization through the acquisition and use of capital. He enlarged on the extent to which present day advancement in America is dependent on the capital represented in insurance investments and reserves.

The Omaha Association is planning and expects to start soon an advertising campaign along educational lines. The committee in charge have prepared a series of display ads to be run consecutively in local papers. All are instructive of the advantages and value of life insurance and will carry no individual company or agents' names but the card of the association. Funds for the purpose are being sought from the gen-

eral agents and each solicitor will be asked to pledge a small amount for each \$1,000 of insurance written during the year.

Cincinnati, O.—At the monthly meeting and luncheon of the Cincinnati Association, with S. Howard Swope, president of the association, presiding, Dr. J. W. Kirgan made a report of the meeting of the representatives of nine of the eleven local associations of the state at Columbus for the purpose of organizing a state association. A resolution was adopted accepting the constitution and by-laws of the state association. The president was then authorized to appoint three delegates to act until the regular election in June.

An amendment to the constitution of the local association was proposed which will be acted upon in March or April, which would change the present provision which requires that before a life insurance agent is eligible for membership, his company must have been in business as a legal reserve company for at least ten years, making representatives of legal reserve companies eligible for membership if the company complies with the requirements of the constitution of the National Association.

Vice-Presidents Allan Waters and George L. Williams of the Union Central were elected to honorary membership in the association.

Topeka, Kan.—An intensive educational campaign on life insurance has been started by the Topeka Association. The campaign will continue for six months and will be conducted chiefly through newspaper advertising. The first advertisements appeared Saturday evening and other advertisements will appear regularly. The copy is intended to be strictly educational and to acquaint the people generally with the worth of life insurance. The advertising will be of benefit to all life companies and agencies generally. The following companies and agencies have underwritten the campaign: Frank Parker, New England Mutual; E. H. Lupton, Bank Savings Life; Russell Grimes, Fidelity Mutual; James H. Mickey, Connecticut Mutual; J. F. Merrick, Columbian National; P. P. Metzger, American Home Life; G. A. Sawyer, Security Mutual; W. H. Eastman, Kansas Life; W. H. Luellen, Peoria Life; Henry Hall, New York Life; H. O. Garvey, Massachusetts Mutual; O. T. Cropper, Aetna Life.

San Francisco, Cal.—To the end that every life agent in Northern California will abide strictly by a code of ethics, Sol. J. Vogel, president of the Northern California Association, announces that a grievance committee, which was recently appointed, will consider all complaints without hesitancy. It is his intention to investigate thoroughly every complaint made against a life agent and he will seek to correct the ways of the wayward underwriter.

Milwaukee, Wis.—The first monthly meeting of the Milwaukee Association since the inauguration of the new officers was held at noon Tuesday. Frank Cannon, secretary of the Wisconsin Good Roads Association, gave an illustrated lecture on the beauties of the Northern Wisconsin lakes region, as a feature of the program. Gifford T. Vermillion, president of the life underwriters, is working out an idea of making the monthly meetings purely educational, along life insurance and general matters, and leave the business end entirely to the directors. It is planned to make the meeting exceedingly interesting and to have something more than worth while at each meeting. No meetings will last longer than one hour and thirty minutes, Mr. Vermillion says, and some a great deal less.

St. Louis, Mo.—J. M. Bloodworth, manager of the Fidelity Mutual Life, was elected president of the St. Louis Association at its last meeting. He fills the vacancy caused by the resignation of Dick Oliver, of the New York Life, whose company duties prevented him from giving proper attention to the office.

Baltimore, Md.—That Baltimore is to have another sales congress was the announcement made to the Baltimore Association by President Frank M. Wheaton at the meeting last week. President Wheaton stated that he did not know

whether the congress will be held prior or after the Philadelphia Sales Congress, which is booked for March 31. National President John L. Shuff is expected to be present.

A strong committee was appointed by President Wheaton to arrange the program for the Baltimore congress. Leonard A. Spaulding, of the Mutual Benefit Life, is chairman. The other members of the committee are H. M. Bacon, Provident Life & Trust; Lawrence Miller, Northwestern Mutual Life; E. W. Bartol, Metropolitan, and Thomas M. Green, Fidelity Mutual.

The advertising campaign in the daily press recently inaugurated by the association came in for much discussion during the meeting.

LINCOLN AGENTS HOLD THEIR SALES CONGRESS

(CONTINUED FROM PAGE 1)

sibilities of doing good by rendering service. Helping a man to take care of his creditors, to provide for wife and children. We must not think of it as making a commission. Put ourselves in his place; see it with his glasses. We must render service."

Croxson Gives Address

Forrest N. Croxson, manager of the Omaha branch office of the Equitable Life of New York, then spoke as follows on "When is a man fully insured?"

"In reality this is a matter each agent must decide for himself. The human system will only assimilate so much food. Physicians have to determine just how much of any drug a patient can properly take care of. We used to consider only how much we could make or how much the prospect would buy. We should study how much this man can afford to pay and then that man's particular case; what he has to provide for. If this is done the case won't be torn down by some competitor. That man will be contented.

"The biggest asset of any community is its man power. Life insurance men can sell the idea of the assets of man power to bankers and business men, to all the community. Convince them that every man who dies is a total loss to the community and you will have their active and hearty support of life insurance. In considering when a man is fully insured it is well to apply the golden rule. Think what you would want him to do for you. Coal is sold by the ton, railroad travel by the mile. Life insurance should be measured by the income. You can't take anything away from a man by anything you sell him in life insurance. Sell him the idea of life insurance and he will find a way to pay for it."

School of Salesmanship

Professor P. W. Ivey, of the University of Nebraska closed the afternoon session with an instructive talk on "Selling Methods." He conducted a school of salesmanship and his many novel ideas, presented from a layman's point of view, were of value to the life agents. Regarding life insurance as merely a phase of business, to be treated as all other branches, Mr. Ivey developed selling ideas that are not usually heard at insurance meetings.

The congress sat down to an excellent dinner at the Lincoln Hotel, as guests of the Lincoln Association. Enlivened by the Omaha Quartette and with every one refreshed and happy, the evening program concluding the congress was carried through, completing an educational and invigorating day. A telegram of sympathy, regret and best wishes was sent to President Shuff, including an announcement of forty-two additional membership applications.

Ray Gives Closing Talk

After the dinner P. M. Ray, field supervisor of the Equitable Life of Iowa, spoke on "Cooperation versus competition." Mr. Ray dwelt largely on the benefits of cooperation between competitors as far more satisfactory than the old methods of individual conflict. He also brought out the idea of cooperating with a prospect. He said:

CONTROVERSY SETTLED

THREE HATCHETS ARE BURIED

Insurance Commissioners of Missouri, Illinois and Indiana Have Withdrawn Their Reciprocal Rulings

Commissioner Platt Whitman of Wisconsin, chairman of the reciprocal committee of the National Convention of Insurance Commissioners, called a meeting in Chicago last Saturday in order to straighten out the embroglio between the Missouri department on the one side and the Illinois and Indiana departments on the other in view of the demands of the two latter departments that reciprocals put up a deposit of \$25,000. The Missouri commissioner held that if these departments insisted on this deposit, he would refuse to license any Indiana or Illinois company of any class. This led to reprisals on part of Illinois and Indiana, they announcing that they would refuse to license any Missouri companies if Commissioner Hyde stuck to his ruling.

Whitman Was Peacemaker

Mr. Whitman acted as a peacemaker and finally it was agreed that all the commissioners would rescind their various rulings regarding the relicensing of companies. Commissioner Hyde of Missouri, therefore, will not stick to his position in refusing to relicense Illinois and Indiana companies. Superintendent Houston of Illinois and Commissioner McMurray of Indiana withdrew their rulings, stating that they refused to do so until the Missouri commissioner retired from his position which they considered untenable.

Attorney Charles M. Howell of Kansas City represented the older reciprocals and W. H. Crum of Springfield, Ill., represented the younger reciprocals. Both attorneys agreed to recommend that their clients deposit \$25,000 in escrow with the Illinois department. This seemed perfectly satisfactory to the Indiana and Illinois commissioners. Superintendent Houston all along has held that the reciprocal law is weak in that the department could not tell whether the \$25,000 required surplus was intact or not unless it was deposited with the state. He insisted that deposit be made so that the policyholders be protected.

"When I first went into insurance I went into a contest with every man I wanted to sell. How much better to convey knowledge in a statement, make points by suggestion and link your ideas up with his ideals, with his course of life and the ends he wishes to accomplish."

Mr. Burruss closed the evening program with a highly entertaining and instructive address on "Shakespeare the Salesman." By historic facts and quotations, the use of pictures and the selling of ideas fruitful in results, were brought out clearly.

Connecticut Mutual's Meeting

At the annual meeting of the Connecticut Mutual Life President Henry S. Robinson in his report spoke of the especially favorable mortality record during 1921, and called attention to the large interest earnings on investments and the well sustained gain in new business, despite nation-wide business depression.

Among the veteran policyholders was Walter B. Olmstead, cashier with the Connecticut Mutual, who for 54 years has attended the company meetings as a policyholder. Elwyn N. Emmons, who was retired by the Connecticut Mutual on pension last year, was also present, it being the 53d annual meeting he has attended as holder of one of the company's policies.



**GREATEST
ILLINOIS
COMPANY**

**WANTS GOOD MEN
AND
WILL PAY THEM WELL**

Insurance in force ^{more} than \$128,000,000

IS EXPANDING ITS QUARTERS

Connecticut General Life to Take Additional Space in Connecticut Mutual Building

Rapid growth in business is forcing the Connecticut General Life to expand its quarters and the company has secured a lease of space in the Connecticut Mutual building, formerly occupied by the Metropolitan Life, the Prudential and the William C. Scheide company on the so-called first floor, although it is nearly on a level with the second floor of the present Connecticut General building. In order to connect the two buildings, a bridge is to be built between them. The lease is from March 1, and the group department and the clerical part of the advertising department will move at once. Later the addressograph department will also move.

Two years ago the company put on two more stories to its present building expecting that it would outgrow that extra space in time, but business has improved so rapidly that the company has outgrown its quarters much sooner than was expected. The new space in the Connecticut Mutual building will add about 5,500 square feet to the present floor area of 28,878 square feet.

It is not expected that the new space will suffice for more than three years. On Jan. 1, 1912, there were 41 persons in the clerical force, on Jan. 1, 1917, there were 96, and at the same time this year there were 315.

Egan's New Agency

The American Allied Agencies has been organized in Chicago and will open offices in a few days to write a general line of insurance. James F. Egan, formerly a member of the firm of Luther, Egan & Springston is president of the new company, an Illinois corporation with a capital of \$50,000. The office will represent 14 fire com-

panies and will begin business with 33 direct agency affiliations. It is the general agent for the Security Mutual Life of New York and will also represent the Federal Union Life. For accident and health it will represent the Missouri State Life and the Columbia Casualty of New York. The purpose of the organization is to supply a general writing office for life underwriters to place side lines. The Chicago Field Men's Club discussed the advisability of organizing some such agency last year, but no action was taken. The American Allied Agencies will attempt to offer a clearing house for all insurance agents to place side lines.

Charges Against Promoter

The insurance department of Illinois has referred to the attorney-general the charges against R. J. Buhler, who is organizing the American Union Life in Chicago and has charge of the Chicago Mutual Casualty. The Illinois department charged Mr. Buhler with not having deposited money on stock subscriptions in a bank according to law. The attorney-general's department gave Mr. Buhler six days in which to comply. Mr. Buhler was president of the Commonwealth Life of Chicago, an assessment concern, that went into the hands of a receiver.

Massachusetts Mutual Meeting

The Mid-West Agents Convention of the Massachusetts Mutual Life will be held in the Congress Hotel in Chicago Friday and Saturday of this week. Frank T. McNally of Minneapolis will preside Friday morning. President W. W. McClench will make the opening address. L. Brackett Bishop of Chicago will preside Friday afternoon. Henry K. Hill will preside Saturday morning. Superintendent of Agents J. C. Behan will close the meeting. At the dinner Saturday evening, Governor J. A. O. Preus of Minnesota and Miss Alma C. Robb of St. Louis will speak.

H. O. FISHBACK GIVES VIEWS

Washington Insurance Commissioner Gives Opinion on When Competition in Soliciting Should Cease

Insurance Commissioner H. O. Fishback of Washington says that he has received many inquiries from life agents as to when competition should cease in the solicitation of applications. Mr. Fishback says in this connection:

"There is nothing in the insurance code which specifically covers the point at issue. For this reason the department has consulted with a number of the life underwriters' associations of the state and the consensus of opinion is that 'competition in any case should be considered unethical after an application has been signed and a settlement made on account of the first premium—such settlement to consist of cash for the full amount of the first premium or a part of the first premium; or a note for the amount of the first premium; or part cash and part note, and that competition should cease after such action has been taken by the applicant.

"The above will stand as the ruling of the state insurance department and all will be governed accordingly. Under no circumstances is it in order for any agent to try to replace a policy already in force with the policy of another company—in other words, to indulge in 'twisting.' Twisting, next to rebating, is the most pernicious habit in which a life insurance agent can indulge. Let us all work together and place the life insurance profession on a higher plane in every way possible."

Exemption Is Upheld

Life underwriters of Milwaukee are interested in a decision rendered in Federal court at Milwaukee, involving the question of whether or not a life policy in which the wife of a bankrupt is the beneficiary may be claimed exempt in

bankruptcy proceedings. The referee in bankruptcy had ruled in the case of Raymond Ehlert, bankrupt grocer, that a \$1,000 life policy, with a cash surrender value of about \$800 could not be exempt and should be filed as an asset. When the case was brought before Judge Geiger the decision was that under a Wisconsin statute the policy was exempt, and it was so ordered. The decision, which sets a precedent in Wisconsin bankruptcy cases, is of great interest to life men. In previous procedure the ruling of the referee had not been questioned and this was the first time that the matter was officially acted upon by the court.

To Dissolve Kansas Company

A petition was filed in the district court in Kansas City, Kan., last week asking for an order for the dissolution of the Anchor Life of that city. The petition stated that all outstanding insurance was turned over to the Farmers Life of Denver, in 1914, with consent of the state insurance department. It further states that all outstanding bills have been paid, and that at the last meeting of the stockholders it was voted that the company should be dissolved.

A. M. Hopkins Advanced

At a meeting of the board of directors of the Philadelphia Life Feb. 15, A. Moseley Hopkins was advanced to manager of agencies in appreciation of his contributions to the success and growth of the company while serving as superintendent of agencies. In honor of his promotion, the executive officers of the company and the members of the Home Office Plico Club tendered Mr. Hopkins a luncheon last week at which high tributes were paid to him and his work.

M. J. Rudebeck, local agent for the Wisconsin National Life at Kewaskum, Wis., has been awarded second place in a production contest recently concluded by the company, according to E. A. Hanks, superintendent of agencies of the Wisconsin National, Oshkosh, Wis.

Balance Sheet of California State Life Insurance Company SACRAMENTO

December 31, 1921

Admitted Assets

Real Estate	\$ 17,941.32
First Mortgage Loans (secured by Real Estate worth over \$8,500,000)	3,466,522.61
Policy Loans and Lien Notes within policy reserve	839,701.09
Cash in banks and certificates of deposit	369,779.22
Interest due and accrued	117,052.69
Uncollected premiums (covered by policy reserve)	274,273.68
Reinsurance due and other assets (net)	807.81
Total admitted assets	\$5,086,078.42

Liabilities

Net reserve	\$3,689,576.36
Claims reported, proofs not received	2,243.52
Deposits of policyholders left to accumulate at interest and interest thereon	431,818.37
Premiums and interest paid in advance and accounts accrued	39,920.75
Reserve for taxes payable in 1922	55,359.96
Survivorship investment fund, reinsurance premiums accrued and other liabilities	142,741.45
Capital Stock	\$500,000.00
Unassigned funds	224,418.01
Surplus to policyholders	724,418.01
Total	\$5,086,078.42

GAINS IN 1921

Admitted Assets December 31, 1921	\$ 5,086,078.42
Admitted Assets December 31, 1920	4,300,930.94
Gain in 1921	\$ 785,147.48
Insurance in Force December 31, 1921	\$43,790,912.00
Insurance in Force December 31, 1920	38,782,271.00
Gain in 1921	\$5,008,641.00
Insurance written in 1921	\$12,050,745.00
Insurance written in 1920	12,003,565.00
Gain in 1921	\$ 47,180.00
Gain in surplus during 1921	\$ 100,264.21

STEADY GROWTH

Assets	Year	Ins. in Force
\$ 806,584	1912	\$ 7,916,000
\$ 977,639	1913	\$10,000,467
\$1,222,413	1914	\$13,459,379
\$1,445,684	1915	\$15,349,747
\$2,069,735	1916	\$22,838,574
\$2,442,881	1917	\$25,221,480
\$2,924,006	1918	\$25,603,497
\$3,502,548	1919	\$30,329,945
\$4,290,000	1920	\$38,782,271
\$5,086,078	1921	\$43,790,912

LIFE AGENCY CHANGES

Joshua B. Clark

Joshua B. Clark, agency supervisor of the State Mutual Life in the Boston general agency of W. G. Williams, for nine years past, has been taken into the general agency, which will hereafter be known as Williams & Clark. Mr. Clark is a native of Boston, a graduate of Dartmouth in 1911. In 1920 he wrote \$2,000,000 of business and last year somewhat less, but enough to make him the biggest producer of the company for the two years. Last year he was elected president of the State Mutual Agency Club.

Louis Hullum

The Lamar Life has appointed Louis Hullum general agent for northern Louisiana, with headquarters at Monroe. Mr. Hullum assumed his new duties March 1, and in doing so is returning to his first love. For a number of years he held a sub-agent's contract with the Lamar, which he relinquished about three years ago, to become sales manager of the Jackson Motor Company. He has had a successful record as a personal producer.

B. A. Wills and A. Joseph

B. A. Wills, more than 20 years district agent for the Northwestern Mutual Life in Memphis, Tenn., has resigned. A. Joseph, who has been connected with the agency in Memphis for several years, has been appointed district agent. Mr. Wills has been in ill health for several months, which caused his resignation. Mr. Wills will remain with the company in Memphis as special agent.

George & Stedman

Isaac S. George and William T. Stedman, under the firm name of George & Stedman, have been appointed general agents of the National Life of Vermont at Baltimore to succeed the late Alfred G. Goodrich. Both men have been identified with the Baltimore office of the National for a number of years.

D. M. Johnson

D. M. Johnson has been appointed general agent in the Chattanooga, Tenn., territory for the Shenandoah Life, with offices in the St. James Building. Mr. Johnson has been connected with the Travelers for the past three years and has made an exceptional record.

W. A. Powell and P. S. Herring

William A. Powell and Paul S. Herring of Richmond, Va., have been appointed general agents for the Shenandoah Life in that territory. Mr. Herring is a well known business man in this section, and Mr. Powell was formerly connected with the Equitable Life as its representative for Richmond.

C. C. Mead

C. C. Mead, who has been doing general agency work for the Detroit Life at Sault Ste. Marie, has removed his family to Lansing, Mich., and associated

himself with the agency of the same company in that city. Clare A. Lamoreaux opened the Detroit Life general agency in Lansing a year ago, and has built up that territory so that his agency now ranks fourth in the producing units of the Detroit Life organization.

Life Agency Notes

C. C. Otis has established a successful general agency for the Detroit Life at Allegan, Mich.

The Western Union Life announces the appointment of B. F. Wardell as Los Angeles agent.

A district office of the Inter-Southern Life has been opened in Earle, Ark., by C. L. Whitenton of Marianna, who will make his home there.

The National Life has appointed two new agents in Southern California, W. T. Gratzger at San Luis Obispo, and H. H. Schrabert at Los Angeles.

Illinois Federation Meets

The annual meeting of the Illinois Insurance Federation was held in Chicago Monday evening. There were a number of down state members present in view of the fact that the Illinois Association of Insurance Agents was to hold its meeting the following day. The main part of the evening was given over to an analysis of the legislative situation in view of the replies that had been received by Secretary C. W. Olson in response to the questionnaire which had been sent out regarding the various candidates before the April primaries. The main attention of the organization until the primaries are out of the way will be to stir up interest in favor of the highest grade candidates. Fred Y. Coffin of Moore, Case, Lyman & Hubbard of Chicago was re-elected president. Charles W. Olson of Chicago, who has done remarkable work in the organization and deserves great credit for its accomplishments was re-elected secretary and treasurer. E. A. Ferguson of the Union Central at Chicago was chosen a director.

Will Have Salesmanship School

President C. L. Ayres of the American Life of Detroit announces that a school of salesmanship will be conducted by that company starting April 3, and closing April 24. The men who are regularly scheduled to conduct the work are Director F. D. Davis, Vice-President R. W. Anger, Vice-President H. P. Trosper and President Ayres himself. In addition to these regular lecturers there will be others from the home office and the field. The subjects are "Principles of Life Insurance," "Functions of Life Insurance," "Principles of Salesmanship," "Practical Life Insurance Salesmanship" and "Sales Experience."

Aetna's Omaha Meeting

The Aetna Club, comprising the agents of the Aetna Life general agency for Omaha and north of the Platte River in Nebraska, will be guests of Manager H. E. Sorenson, March 15. Business sessions, luncheon and a banquet are on the program. This is an established annual affair.

Condensed Statement

Mid-Continent Life Insurance Company

Oklahoma City, Oklahoma

December 31, 1921

ADMITTED ASSETS

Cash in office, banks and trust companies.....	\$ 41,512.77
Loans secured by first mortgages and liens on real estate	705,946.64
Loans on policies within the reserve value thereof...	98,999.34
Bonds	52,450.00
Net due and deferred premiums within reserve value of policies	69,031.57
Accrued interest	14,147.07
Total	\$982,087.39

LIABILITIES

Legal reserve on outstanding Life Policies.....	\$709,271.14
Present value amounts due in future.....	11,747.00
All other reserves	32,000.00
Unpaid claims pending completion of proof.....	9,750.00
Unpaid claims on which proofs have been completed	NONE
All other liabilities	16,902.91
Capital	\$100,584.00
Unassigned funds (surplus)	101,832.34
Security to Policyholders in addition to legal reserve required by law	202,416.34
	\$982,087.39



HUTCHINSON,

KANSAS

STEPHEN M. BABBIT, President

Opportunity: High grade man wanted as Manager of Chicago business of large Eastern Company. Must be experienced life insurance man and member Masonic fraternity. Address A-42, care The National Underwriter, giving phone number.

Having recently entered
Indiana

THE FRANKLIN

Life Insurance Company,
of Springfield, Illinois,
has several unusually at-
tractive openings in that
state for life men of
general agency caliber.

—□—

Contract direct with the
Company.

—□—

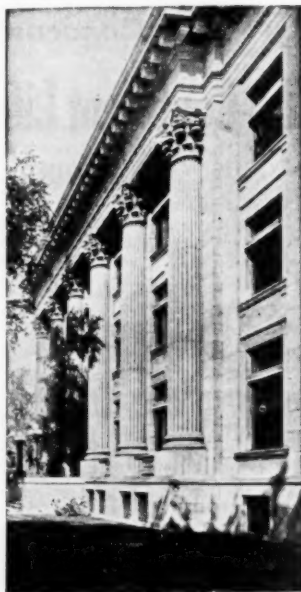
Over \$125,000,000 of in-
surance in force.

—□—

The remarkable growth
and achievements of
THE FRANKLIN LIFE are due to its traditional
"Aggressive Conservatism" and the splendid co-opera-
tion between the Company and the Agency Staff.

Let us know something about your qualifications and
your ambitions as an insurance man, and we will give
you the details of our proposition.

*Write direct to the Home Office,
Springfield, Ill.*



NOTEWORTHY PROGRAM IS GIVEN AT DENVER

(CONTINUED FROM PAGE 3)

the New York Life. He gave ten sources from which future business can be drawn by the life insurance man, and in prefacing the giving of these ten sources he said the surface of all of them had just been scratched and that the field was unlimited. The ten sources are:

1. Recorded mortgages offer one or two prospects; 75 per cent of all property in the United States is mortgaged.
2. Commercial insurance—life insurance for business protection; 90 percent of business is done on credit.
3. Monthly income insurance has not yet taken its first full step.
4. Farmers as a class have been neglected. It is the field for the future.
5. Employed women, wives; field practically untouched.
6. Professional men and women.
7. Births.
8. Marriages.
9. Deaths serve as reminders if the deceased did not carry life insurance.
10. Young men. This field is easier today, for fathers will back up the insurance man.

Starting in Farming Community

Mr. Notzon was asked the question, "If you were just starting out in a farming community, where you were unacquainted, how would you go about it to get a lineup on the farmers?"

Mr. Notzon stated in reply that he would first go to the company physician in that town, but would not ask him if he knew of any prospects for life insurance among the farmers, for such a question would probably bring the answer, "No." "Tell him you want to go about selling insurance to the farmers in the right way," said Mr. Notzon. "Many farmers have been oversold on life insurance and every time a farmer is oversold an enemy for insurance is made later on when the policy has to be given up. Ask the doctor about the farmers. Ask if a certain farmer owns his farm. If he does, has he paid for it, and so on down the line. Jot down the information you receive and never trust to memory, for if you do you will lose a lot of it. After you have secured your information, start out down the road and visit the farmers in their own homes. You have information about them and can present your proposition in an intelligent manner."

Another question asked Mr. Notzon was this: "If you were a stranger in Denver and wished to enter the insurance business, and if you only had five or six friends, what would you do?"

The speaker advised that from the five or six friends he would secure the names of their grocers, doctors, etc., as well as information about them. This would make up a fairly good prospect list to start in with, and from those people information about their friends could be secured in turn.

"Everyone is a prospect, but everyone is not a prospect for you," said Mr. Notzon. "Only those you have knowledge of are prospects for you."

System in Soliciting

F. H. Hall of the Occidental Life came next and gave an interesting and instructive talk on "Systematic Soliciting." He pointed out that system should be used in the matter of territory; don't try to cover too large a territory. Time should be systematized, and an insurance solicitor should do an honest day's work every day. If a solicitor had a certain man he wished to call upon in the evening, it wouldn't be time thrown away to spend the entire day in thinking out a plan for the evening's campaign. Mr. Hall told of one young man in Denver that has sold eight policies in one family and seven in another. "That young man has used system," said Mr. Hall. "He has cultivated the acquaintance of the family, and it pays."

"Selling a Program of Insurance to

Capable Policy-Placers

Can always find a satisfactory opportunity for work with this Company in good territory—men who can collect the premiums as well as write the applications. Why not make inquiry now?

Union Mutual Life Insurance Co.
PORTLAND, MAINE

Address: **ALBERT E. AWDE, Supt. of Agencies**

A Penn Mutual Premium, less a Penn Mutual Dividend, purchasing a Penn Mutual Policy, containing Penn Mutual values, makes an Insurance Proposition which in the sum of all its Benefits, is unsurpassed for net low cost and care of interest of all members.

**The Penn Mutual
Life Insurance Company
of Philadelphia**

On January 1, 1922, Rates Were Reduced and Values Increased to Full 3% Reserve.

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Hotel La Salle

Chicago's Finest Hotel

Hotel La Salle has won this title with an experienced and critical public because of its happy blend of old and new ideals.

Hotel La Salle

answers every modern demand in equipment, cuisine and service with nothing lost of old fashioned hospitality and home-like comfort.

THE MIDLAND MUTUAL LIFE INSURANCE
Company of Columbus, Ohio, an established, conservative, high-grade and progressive Middle Western Company, has been admitted to Pennsylvania and will thoroughly organize it at once.

General Agencies will be established at places where territories can be arranged.

Men of character may apply to their advantage and those with local acquaintance will be preferred.

Address Home Office.

the Prospect" was presented by E. H. Howbert, director of the School of Life Insurance of the University of Denver. Following is an outline presented by Mr. Howbert during his talk of the most important things to be considered in planning a program of life insurance:

1. Cash at time of death—For outstanding bills; for expense of last illness and burial; to pay off personal loans or mortgages; to pay probate court and other administration costs; to cover income, estate and inheritance taxes; to secure adequate home for family; to provide for business needs, and to provide for charitable bequests.

Cash Needed for Future

2. Cash to be paid at specified future time—To start son or daughter in business; to provide dowry for a daughter, and for particular business purposes, as to mature bond issue.

3. Income for limited period of years—To provide living expenses for minor children; to provide for education for son or daughter; for readjustment period to enable family to readjust itself to new conditions without severe hardship, and to supplement earnings of children during period of apprenticeship.

4. Income for life—To wife, for living expenses; to daughter, to assure independence; to a crippled or invalid child; to any dependent relative; for birthday or Christmas gift to any member of family, and to give guaranteed income in own old age.

Harry McCauley of Denver, U. S. collector of internal revenue, spoke on "Life Insurance for Income and Inheritance Tax Purposes."

Banker on Business Insurance

"Life Insurance for Business and Credit Purposes" was the topic of the talk given by Ira B. Castell, vice-president of the Stockyards National Bank, Denver. He pointed out that life insurance men should talk insurance from business standpoints and leave out sentiment, for it was a business proposition. "Show that life insurance insures the payment of indebtedness," said Mr. Castell. "Also point out that banks are becoming more and more ready to loan money where life insurance is carried to protect a business. Of course, sentiment is all right, but life insurance is business and should be regarded as such. People have awakened to the fact that life insurance is necessary, and it is something that we can't get along without."

During the afternoon session 55 new members were secured for the Colorado Association of Life Underwriters.

The banquet, at 6 o'clock, followed by a number of good talks made up the final session of the sales conference. President Dempsey of the Colorado Association, presided. Speaking on "Aspiration and Sweat," Rev. Henry S. Goodsell pointed out that no vision was ever brought to a reality without good hard work.

"Brains and Business" was the topic of the address by Dr. D. E. Phillips, professor of psychology at the University of Denver. One of the thoughts left by Dr. Phillips was that a business man should get away from the old "What can I do for you today?" and the like, and think up some original way of presenting a proposition.

J. Stanley Edwards made another good talk when he spoke on "Patriotism and Life Insurance." He pointed out how life insurance men were helping their country, for they were educating the people to the value of thrift, and that is one of the things that is badly needed today.

Other speakers of the evening were Clarence J. Daly, president of the Cap-

DISCUSS BUSINESS INSURANCE

Provident Life & Trust Men at Detroit Given Pointers on Soliciting That Class of Business

DETROIT, MICH., Feb. 28.—Provident Life & Trust agents of the Detroit general agency, in charge of Nathaniel Reese, general agent, took up a special discussion of business insurance at a luncheon meeting last week. The agency handles a lot of this kind of business and the salesmen were given the proper talking points for their canvass.

"The public is waking up to the supreme importance of carrying business insurance as a precautionary business measure," said Mr. Reese. "It is now becoming more and more the practice of men engaged in any business enterprise or profession, whose success is mainly dependent upon the activities of their brains and energy to insure their lives for the benefit of the firm or estate, as the case may be, because of the fact that it is vitally more important to insure brains and energy—the real income producers—than it is to insure merely capital—buildings, etc.—against only a possible, yet not certain loss, by fire.

"As in the need of fire insurance to protect perishable property and the need of carrying personal life insurance with which to indemnify the insured's family and other dependents in the event of his untimely death, it is now universally recognized as a timely precaution, so does the application of modern business ideas clearly point to business life insurance as the kind that constitutes the only dependable safeguard for business investments and resultant incomes, also the incomes that are produced by the brain workers' efforts, without which the income on all personal life insurance previously acquired for that purpose could not be kept in force."

Mr. Reese pointed out that the sudden death of a chief executive not only involves his own personal affairs but can and often does involve the whole organization of which he is the guiding spirit.

"Business men are now realizing that it is good business to insure valuable employees, too, and the field is an inviting one to insurance men who are able to offer the assured something really good in the shape of a policy which will meet the requirements of the case," he said.

Philadelphia Companies' Mortality Low

Despite prevalence of sickness occasioned by cold weather, Philadelphia life companies report a remarkably low rate of mortality since the first of the year. Payment of death claims has been much under the numbers predicted by the mortality tables. Life underwriters say that the first two or three months of the year usually produce a fairly heavy death rate.

itol Life; E. M. Ammons, president of the Farmers Life, and a former governor of Colorado, and J. C. Burger, president of the American Life of Denver.

The officers of the Colorado Association of Life Underwriters are: A. Norman Dempsey, Denver, president; C. B. Freed, Pueblo; J. A. Culbreath, Denver, and J. L. Joiner, Greeley, vice-presidents; L. H. Baine, Denver, secretary-treasurer. The executive committee includes C. C. Watson, chairman; J. T. Allen, J. Stanley Edwards and J. Paul Treat, all of Denver.

MR. SUCCESSFUL LIFE INSURANCE AGENT

Do you want to secure a General Agency for yourself? If so, read this, it is

WORTH KNOWING

A \$5,000 Policy in the United Life and Accident Insurance Company guarantees

FIRST, that in case of death from any cause, \$5,000, the face of the Policy will be paid.

SECOND, that in case of death from any ACCIDENT, \$10,000, or double the face of the Policy, will be paid.

THIRD, that in case of death from certain specified accident, \$15,000, or THREE TIMES the face of the Policy, will be paid.

FOURTH, that in case of total disability as a result of accidental injury, the Company will pay direct to the insured at the rate of \$50 PER WEEK during such disability, but not to exceed 52 weeks, after which the weekly indemnity will be at the rate of \$25 PER WEEK throughout the period of disability. Can insurance do MORE? And why should any man be satisfied with a policy that would do less?

Annual Premium, Age 35, Ordinary Life, \$128.05.

Twenty Payment Life, \$167.10. Twenty Year Endowment, \$235.10.

UNITED LIFE & ACCIDENT INSURANCE CO.

Home Office, United Life Building

Concord, New Hampshire

BETTER PROTECTION

The liberalization of our Disability and Double Indemnity provisions enhances the value of Guardian Protection and equips our Agents for greater production.

Total Disability will be presumed to be permanent when it has existed continuously for three months, irrespective of cause.

Double Indemnity will be issued for the entire life of the policy contract.

On all forms of endowment policies the disability income will extend beyond the endowment period during the lifetime and continued disability of the insured.

Another example of progressive service. If you want to know more about what The Guardian is doing for its policyholders and agents,

ADDRESS:

T. LOUIS HANSEN, Vice-Pres., or GEO. L. HUNT, Supt. of Agencies

The Guardian Life Insurance Company

OF AMERICA

Established 1860 under the Laws of the State of New York

Home Office

50 Union Square, New York

"SAFE AS A GOVERNMENT BOND"

The OHIO STATE LIFE

LIFE, HEALTH, ACCIDENT AND MONTHLY INCOME INSURANCE.

SEE → LATEST POLICIES AND AGENCY CONTRACT FOR FACTS

Openings OHIO, IND., KY., MICH. and W. VA. Write Columbus

"The Capitol Life Insurance Company desires to obtain the services of good, reliable agents in all unoccupied territory. Please address the company for further information."

The Capitol Life Insurance Co. of Colorado

Clarence J. Daly, President
Denver, Colorado

Indianapolis Life Insurance Company

(Purely Mutual)

Operates in

Indiana, Illinois, Michigan, Texas and Florida

FRANK P. MANLY, President

CONSERVATION OF BUSINESS

We are reinstating, revamping and cleaning up indebted policies for a number of Life Companies, thus standardizing and conserving the business, increasing the income, preventing lapses, and keeping the policyholders satisfied, and at practically no expense to the Companies.

Our references cover eighteen years of satisfactory service, and we respectfully solicit your patronage.

THE OTIS HANN COMPANY, Inc.

10 So. La Salle St.

Chicago, Illinois

New England Mutual Life Insurance Company

Boston, Massachusetts

New Insurance Paid-for, 1921 . . . \$ 82,072,020
Gain in Insurance-in-Force . . . 48,641,846
Total Insurance-in-Force . . . 609,415,082

New England Agents Write Persistent Business



To the Man Who Is Willing—and WILL

We are prepared to offer unusual opportunities for money-making NOW and creating a competence for the FUTURE

For Contracts and Territory, Address

H. M. HARGROVE - President
Beaumont, Texas

Rates per \$1000.00, age thirty, includes Double Indemnity for accidental death from any cause and a premium waiver with \$10.00 monthly income disability.

Ordinary Life.....	\$21.02	Endowment Age 50.....	\$44.82
20 Payment Life.....	31.12	Endowment Age 55.....	33.15
20 Year Endowment.....	44.82	Endowment Age 60.....	29.52
Coupon Bond.....	35.71	Endowment Age 65.....	25.78
Endowment Age 85.....	22.37	Endowment Age 70.....	20.42

District Manager wanted for Cincinnati and surrounding territory.

THE GEM CITY LIFE INS. CO., Dayton, Ohio

THE CONNECTICUT MUTUAL LIFE INSURANCE COMPANY

Hartford, Connecticut

1846—1922

Devoted to the interests of its policyholders and beneficiaries; honored by the confidence and esteem of its patrons; supported by an organization of character, intelligence, and education.

THE GOLDEN WEST; YOUR GOLDEN OPPORTUNITY

California State Life Insurance Company

SACRAMENTO, CALIFORNIA

Insurance in force \$38,782,271 Assets in excess of \$4,200,000
Capital and Surplus \$684,153.80

Splendid opportunity for ambitious, energetic Insurance Salesmen to represent our Company in California and Texas Territory

Write **J. R. KRUSE, Vice-President and General Manager**

INCREASED MORTALITY IS SHOWN AFTER MIDDLE AGE (CONTINUED FROM PAGE 2)

diseases. The former may in part be attributed to indifference to right habits of living and methods of prolonging life. I urge more scientific study of these degenerative diseases as to the best methods for their prevention and control. We undoubtedly have the proof of better medical and surgical procedure, better sanitation and better hygiene.

Our bodies are reaping at middle age and past what has been sown in earlier years. The degenerative diseases are so often the sequella of diseases that have occurred in earlier life, impairments resulting from acute infectious diseases. Very often these impairments go unnoticed until past middle life, when the vitality has begun to weaken under the strain of years of activity, when they terminate into some degenerative disease. Therefore, more attention should be placed upon the prevention of the earlier acute infections to avoid this sequella and its resultant mortality past middle age.

Our vocation in life has much to do with our longevity. Those callings that wear out life very rapidly are those that require drudgery and work in dark places. I believe that part of this increased mortality is due to a failure on the part of the people to adapt themselves to the changed mode of life since the introduction of so many modern conveniences. There is the modern auto, the elevator, the telephone, free mail delivery and numerous labor-saving devices which have reduced physical exercises that were formerly conducive to health and long life. The centralization of the people in the cities away from the country life has taken them away from outdoor air occupations and exercises for indoor air and sedentary pursuits. Many of these cases are the result of occupational hazards during early life. The prevention of mouth infections and bacterial diseases will lessen these degenerative changes in later years.

General Neglect of Health

We can recall many cases of broken-down heart and kidneys which are so frequent in those past middle life. So many of these cases are almost entirely ignorant of the knowledge of right living, devoting their whole attention to business affairs, to the neglect of the things which are of far more importance. They remain ignorant of the consequences of the big appetite and their overweight and lack of hygienic exercise. There are many who pay a yearly fee to the lawyer for guidance to avoid litigation in business affairs, but the idea never comes to them to seek the advice of a competent physician to avoid the snares and pitfalls of physical infirmities, which are worse than lawsuits.

If we figure the relative economic importance of conservation of health and life of younger as compared with older ages, I believe that the economic value of life conservation past middle age is practically as great as it is for the younger ages. And here I do not want to be understood as in any way minimizing its value in control of communicable diseases of early life, but in considering the potential value past middle life there must be added the cost and value of experience gained and the cost of the great productiveness at these ages in contrast to that of the younger ages.

Value of Regular Examinations

Early diagnosis is of the greatest importance in these degenerative diseases, and just as important is early treatment. With this in view, several life insurance companies now offer to the policyholders free medical examinations at frequent intervals, which has been found profitable to them. The movement to urge those past middle life to be examined physically at intervals of one year at least, in order

to discover incipient impairments when they might be cured, whereas if permitted to run on would go rapidly into the incurable class, followed by a breakdown, deserves the earnest support of all life insurance companies, for we have evidence already of splendid returns where it has been tried. Too much importance has been laid on the sacredness of private property and too little on the duty of all to contribute to the welfare of the whole people. Preventive medicine has proven that it is an important factor in keeping off disease and early mortality. If the facts of this are ever gathered in the most thorough way, every citizen must be enlightened so that he will submit himself to a thorough examination once every year or oftener. The benefits of this to life insurance companies are self-evident, because when early recognition is found most diseases in their early stages are amenable to treatment. The early recognition of cancer, tuberculosis, Bright's disease, heart disease, diabetes, etc., together with the elimination of acute infectious diseases would add fifteen years to the average life, besides saving untold suffering and financial loss.

It seems to me that several companies doing business in a section could go together, share the expenses and offer free medical examination to the policyholders, and in this way find the first signs of degenerative diseases and then modify the mode of life so that the disease would be checked or modified. Today our modern life is making such great and increasing demands upon the energies and vitality of people in the fierce struggle for success in life.

The efficiency of our nation depends upon the efficiency of the people that compose it, for mental and physical efficiency depend upon good health. To maintain our place in the world and to meet the keen competition of other nations we must be healthy, vigorous people. It is our duty not only

Position for Actuary

WANTED—An actuary who has had considerable practical experience in both Departmental and Company work. Address in confidence—**PRESIDENT CONTINENTAL LIFE INSURANCE COMPANY, St. Louis, Missouri.**

Manager Wanted FOR ILLINOIS

One of the strongest and most aggressive life insurance companies in the country, with over 500 stockholders in the State of Illinois, offers an unusual opportunity to the man who can make good in a big way.

Only a responsible, capable, experienced life insurance man will be considered for this vacancy.

Address A-34
Care The National Underwriter

to maintain our health standard at par, but to do what lies in our power on behalf of the health of our fellow men.

Such organizations as the Life Extension Institute of New York City and National Health Guard, which have for their object the rebuilding of American vitality to prolong healthful, useful years of life and make them more livable, and the conserving of human life and human usefulness, should receive our commendation.

Need Inspection of All

We now have medical inspection of school children, whereby they are informed of their physical defects and encouraged to have them removed. This tends to prevent heart and kidney impairments later in life. If we had the same inspection in our shops and factories, and persons suffering from physical defects could be informed of the fact and advised to secure proper treatment or change of work where the nature of the work tends to aggravate the condition, this would be a most effective means of life conservation.

Insurance companies should encourage everything in the way of public education concerning personal hygiene, as this will result in avoiding losses brought on through neglect of the symptoms leading to serious and incurable diseases later on.

Dr. Fisher point out that the causes of death which predominate in higher-age groups are preventable to a degree that, if the diseases and conditions involved were controlled to the extent of the facilities of modern science, there would be added to the expectation of life at least one and one-half years at age 45.

The period between 45 and 55 is the crucial period in man's life, the time when degenerative processes begin to undermine the inherent vitality. And here the death rate is steadily increasing, especially among the most active in professional and business life, and because of their importance to the community their loss is a distinct one when they pass away before their work is complete. As insurance men we must ask ourselves the question, "Is there not a way, a means whereby we can, to at least a perceptible extent, stop this loss?" Many, through overwork or too strenuous a life, become exhausted in vitality and are wrecked on the rocks of middle life. There are chemical and nervous causes for this physical deterioration. Paton holds that perfect metabolism of advanced life is governed largely by the internal secretions of the ductless glands. Mental emotions, care and grief very powerfully influence ductless glands

A Real Opportunity

A Northwestern life company with twelve millions of business in force desires to engage the services of an agency manager. The man in mind has had experience, is a personal producer, capable of originating, instructing and inspiring men, is able to cultivate and develop new territory, has high ethical standards, is energetic and resourceful. If you are the man, state qualifications fully in first letter, when personal interview will be arranged.

Address A-38, care National Underwriter, Chicago, Illinois.

with the secondary effect of slow degeneration.

Life insurance companies must point out these facts and medical men must make the application of either cure or prevention. This must cost money, but the result attained will prove a great gain in the end. The highest function of our government is not to make millionaires out of a few or to become wholly absorbed in governmental finances and affairs, but to advance to the highest degree the health, intelligence and morality of its citizens. The greatest asset of any nation or any life insurance company is the health of its citizens or members. Thousands are going on year after year without the slightest knowledge of the condition of their kidneys, heart, liver, digestive organs or blood pressure, paying no attention to these tired, overworked and long-suffering organs. This is persisted in by thousands who have no knowledge of the consequence. Regular examination will discover the tendency to trouble before it runs into disease. It is beyond doubt that this increase can be traced to our mode of living, with its nervous strain, our dissipation and our disregard of the need for daily rest and exercise, together with excesses and indiscretions in eating and drinking. If the urine could be examined at intervals of six months to one year, nephritis would be detected in its incipency, and steps could be taken to bring about a cure before it becomes chronic and incurable.

In these strenuous times, if a man past 40 wishes to prolong his life, he should undergo a thorough physical examination every six months. Disease may be insidious and progressive for months or years before the sufferer is aware of the fact. Hence, at least a blood pressure and urine examination are necessary, because the individual imagines himself in perfect health. This will prolong life and decrease mortality after middle age, and at the same time it will be advancing the cause of humanity.

TWO NEW BOOKS ARE ISSUED

Harper & Bros. Bring Out Work on Salesmanship by Dr. Stevenson and Edward K. Strong

Harper & Bros., New York publishers, have sent out two new copies of Harper's Life Insurance Library. One book is the "Psychology of Selling Life Insurance," by Edward K. Strong, Jr., of the School of Life Insurance Salesmanship at Carnegie. This book deals with the practical side of the psychology of salesmanship. By means of actual sales interviews it tells how psychology is used to prepare the mind of the prospective buyer so that he will buy of his own accord. The life man will find in this book definite principles and suggestions which will assist him not only to make a man feel the need of life insurance, but to bring about in him a mental state so that he will actually accept the service which life insurance renders.

The other book is "Selling Life Insurance," by Dr. John A. Stevenson, a vice-president of the Equitable Life of New York and head of its educational department. This book gives selling suggestions, selling plans and definite methods of procedure which have proved successful in life underwriting. A study of this material makes clearly evident the underlying theory of the strategy of selling. The book can be used as a text book as well as a reference book for a field man who wants to apply the most modern and effective method in increasing his sales. Mr. Strong's book sells for \$4 and Dr. Stevenson's for \$3.50.

George E. Lackey, general agent for the Massachusetts Mutual at Oklahoma City, was married Feb. 28 to Miss Helen Hurt of Paris, Tex. The wedding took place at Paris.

Everything Is Guaranteed Nothing Is Estimated

Agents selling life insurance find it of distinct advantage these days to sell policies that carry absolute promises backed by the legal guarantee of the corporation.

The Indiana National Life Insurance Company Indianapolis, Ind.

sells only nonparticipating insurance. It is bed rock life insurance with no frills or fancy adornments. It is the stuff that appeals to the people who want every possible dollar of protection they can buy for every dollar deposited as premium.

Our 1922 program is a progressive one that contemplates a vigorous and systematic campaign for business.

We have the policies and the agency contracts.

We have the home office equipment and territory.

We now need the men to carry the Indiana National banner into new strongholds backed solidly by the whole organization.

Last year was a banner year in life insurance. This year will be a still better one.

Address C. D. RENICK, President
INDIANAPOLIS

Open Territory for Illinois, Indiana and Michigan, with contracts that will interest you.

BIG MAN WANTED—

For General Agency
Opening in South Dakota
March 1st

We have a large number of OLD POLICY-HOLDERS in this territory as leads for new business.

THIS IS ONE OF OUR VERY BEST OPENINGS

Give References
and Insurance Experience
in first letter

THE MINNESOTA MUTUAL LIFE INSURANCE CO.
SAINT PAUL MINNESOTA



Southland Life Insurance Co.
DALLAS, TEXAS

The Progressive Company of the South
HARRY L. SEAY, President

In Business Since 1864
John Hancock
MUTUAL
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS

Insures all classes of selected lives, issuing policies on the ordinary, intermediate and industrial plan at all ages. It also insures against total and permanent disability. Policies of the company are made secure by reserves maintained on the highest standard, with additional contingent reserves providing protection against all emergencies. Information and Advice on any matter relating to Life Insurance is Available at any time through the Agencies or Home Office of this Company.

American National Insurance Company OF GALVESTON, TEXAS

W. L. MOODY, JR.
President

SHEARN MOODY,
Vice-President

W. J. SHAW,
Secretary

FINANCIAL STATEMENT, DECEMBER 31, 1921

ADMITTED ASSETS		LIABILITIES	
Real Estate Owned.....	\$ 896,517.61	Net Reserve, American Experience (3 and 3 1/2%).....	\$9,261,807.63
Mortgage Loans (First Lien).....	4,108,612.42	Special and Contingent Reserves	204,251.00
Collateral Loans.....	1,000.00	Reserves for Death Losses in Process of Adjustment or Adjusted and Unpaid.....	105,608.25
Loans Made to Policyholders (on this company's Policies).....	1,198,944.47	Reserves for Taxes.....	129,129.51
Bonds.....	3,536,822.42	All Other Liabilities.....	158,244.72
Cash in Banks.....	1,463,977.37	Capital Stock.....	\$500,000.00
Certificates of Deposit.....	6,908.28	Assigned Funds.....	243,252.00
Interest Due and Accrued.....	237,661.04	Surplus.....	1,070,643.81
Deferred and Uncollected Premiums (Less Loading).....	221,999.36		
All Other Assets.....	493.95	Surplus to Policyholders.....	1,813,895.81
TOTAL ASSETS	\$11,672,936.92	TOTAL LIABILITIES	\$11,672,936.92

Ordinary and Industrial Life Insurance in Force, \$157,699,773.00

Operates in Nineteen States and the Republic of Cuba

"ANCHOR TO THE ANICO"

WANTED WE WANT A MANAGER

in every important center in Indiana where we are not represented. Only men of ability and probity will be considered. We offer liberal commission contracts to agents and salable policies to the public. The proposition we offer is unusual. Correspondence confidential.

GARY NATIONAL LIFE INSURANCE COMPANY
Gary, Indiana
WILBUR WYNANT, President

Bankers Life Company Leads Entire United States

The only Life Insurance Company in America, writing \$100,000,000 a year or more, to show a gain over 1920 (Excluding companies writing industrial insurance)

Paid-for business for 1921 (Issued, increased and restored).....	\$111,000,000
Paid-for business for 1920 (Issued, increased and restored).....	95,000,000
Gain	\$ 16,000,000

Bankers Life Company
GEO. KUHN, Pres. Des Moines, Iowa

WANTS EXEMPTION REMOVED

Detroit Official Points Out Discrimination in Favor of Fraternal in Michigan Law

DETROIT, MICH., Feb. 28.—Homer Guck, assistant to President O'Brien of the Detroit Life, calls attention to the section of the Michigan insurance law, which refers to the regulations which hedge an old-line agent.

"The provision of this sub-division shall apply only to insurance companies transacting business on a stock plan, and to all mutual or co-operative life and health and accident companies except fraternal beneficiary societies," the law reads.

"Now, the argument which is being advanced by all life insurance men who have given this matter any considerable attention is that the word 'except' should be changed to 'including' and the inclusion should take in mutual, reciprocal and fraternal organizations," says Mr. Guck.

"It is perfectly obvious to any life insurance man associated with an old line legal reserve company that the present discriminatory laws is absolutely unfair. It is also apparent to those who are engaged in selling mutual, reciprocal and fraternal insurance. They realize that there is no reason why they should not be subject to the same careful regulations, and the same careful advantages which accrue from a knowledge of that regulation by a competent state department, as now prevails in regard to all other life insurance salesmen.

"The state law, while operating very advantageously to the people and the life insurance business as a whole, does leave this one loop-hole."

Sales Talk at High School

"Never go into a prospective buyer's office smoking; if your prospect uses poor language don't use it yourself; above all, never go around with a gloomy look on your face; jolly your prospect along," said L. J. Kilian, connected with the agency of the New York Life at LaCrosse, Wis., in an instructive talk on the art of salesmanship given before the salesmanship class of the local high school. Other topics of his speech included the method of approaching a buyer, how to gain his good will and attention; the psychological moment when the prospect is really interested and the value of diplomacy, patience and courtesy.

Won't All Quit Mississippi

That not all of the life companies who are defendants in the suit of District Attorney Browning will withdraw from Mississippi is a certainty. Commissioner Henry said that a few of the larger companies had renewed their Mississippi licenses. Mr. Henry feels, however, that some of the companies that are being sued will stay out of the state. He advises that a great many companies have requested that he allow them additional time for filing their annual statements, and he has in each instance agreed to do this. Under the Mississippi law, the statement must be filed and the license renewed not later than Feb. 28, if the company is to continue to operate in the state.

Illinois Life's Figures

The Illinois Life has published its detailed annual statement showing assets \$19,413,847; capital and surplus \$1,302,645; interest income \$991,613; increase in five years \$371,051; premium income \$3,818,060, increase in five years, \$1,398,574; its assets increased in five years \$6,467,510; insurance in force \$136,485,045, increase in five years \$56,204,455. The Illinois Life has paid to policyholders and beneficiaries since organization \$21,566,983.

Eureka Life Insurance Co.

OF BALTIMORE, MD.

Incorporated under the laws of Maryland, 1882

We Issue

Standard Ordinary and
Industrial Policies

J. C. MAGINNIS
President

J. BARRY MAHOOL
Vice-President

J. N. WARFIELD, Jr.
Secretary-Treasurer

DR. J. H. IGLEHART
Medical Director



**Provident Life
Insurance Company**
Bismarck, North Dakota

Insurance in Force, \$13,500,000

H. H. STEELE, President	F. L. CONKLIN, Secretary
C. L. YOUNG, Vice-President	H. B. BEACH, Art. Sec. and Actuary
J. L. BELL, Treasurer	W. H. BODENSTAB, Medical Director

AGENCY CO-OPERATION

through direct mail advertising is just one of the features which give Fidelity field men a distinct advantage. Last year we distributed 41,341 direct leads—all interested prospects who requested information. This service, and its original policy contracts, enabled Fidelity to show an increase of 28.35 per cent in paid business last year.

Fidelity operates in 40 states. Full level net premium reserve basis. Insurance in force over \$203,000,000. Faithfully serving insurers since 1878.

A few openings for the right men.

**FIDELITY MUTUAL LIFE
INSURANCE COMPANY,
PHILADELPHIA**
Walter LeMar Talbot, President

Some executives in need of salaried employees go on expensive prospecting tours; others let an ad of this size and appearance bring applications to them. One inch, one column wide, one time \$3.75.

ANNOUNCE CHICAGO PROGRAM

Sales Congress Speakers for March 13
Session Are Given by President Darby A. Day

Darby A. Day, Chicago manager for the Mutual Life of New York and president of the Chicago Association of Life Underwriters, has been rounding out the program for the Chicago sales congress which is to be held at the Hotel La Salle, March 13, and announces a remarkable galaxy of speakers.

Great Selling Program

Prof. C. W. Wassam of the University of Iowa, a noted economist who has devoted much time and study to life insurance, will open the morning session. Dr. Stuart B. Edmondson of Lake Forest, Ill., formerly superintendent of agencies for the Mutual Life of Illinois and also with the Illinois Life, will speak at the noonday luncheon. Mr. Edmondson is a salesman and orator and his talks are always enjoyed. Harry L. Fogelman, for many years instructor in the Sheldon School of salesmanship and a well-known leader in lyceum and chautauqua work, will speak on "General Sales Methods." Mr. Fogelman is a man of great forensic ability and dynamic personality. Frank H. Davis, vice-president of the Equitable Life of New York, will open the afternoon session. Mr. Davis is a former Chicago man, having been agency supervisor in the Chicago office, and his meteoric rise to his present position is indicative of his ability and power. Norvall Hawkins, formerly sales manager of the Ford Motor Company and an authority on selling, will probably speak at the afternoon session. Mr. Hawkins is both a speaker and writer of renown and Mr. Day hopes to definitely announce his willingness to speak at this meeting. In addition, there will be a 40-minute open discussion at the morning session, at which time agents will have an opportunity to raise any question on selling methods and procedure if they desire. This will be a rapid-fire series of business-getting methods and should be of inestimable value.

Milwaukee Men Invited

Mr. Day has extended an invitation to the Milwaukee Association of Life Underwriters to attend this congress and expects to have at least 80 of the Milwaukee agents on March 13. The association is assured of 500 in attendance at the sales congress, but hopes to have the final total at 1,000. The congress is open to all life underwriters and will cost nothing, except for the luncheon. Executives and actuaries will be welcomed and one executive is on the program, though the previous announcement of the association had intimated that none but field men would take part. The announcement had been intended to mean that only sales methods would be discussed, and Mr. Day emphasizes the fact that this is a sales congress, held for the gathering and dissemination of selling ideas, all life insurance men and women being welcome and urged to attend.

Will Send Out Less Literature

The Equitable Life of New York announces that it has decided to issue fewer canvassing documents to its agents than heretofore. The documents that will be issued will be more effective and will be more artistic in typographical appearance. The Equitable says, "Letters, circulars and pamphlets write no applications. Hence the general circulation of such material wastes both time and money."

Show Big Business Increase

The Shenandoah Life reports that submitted business for the first two months of 1922 show an increase of 100 percent over the same period of 1921.

The Close of the Day's Work

WHEN you begin to figure up your earnings and recall the several reasons for failures during the past year, you then more than any other time keenly realize the importance of a helpful constructive home office service that trains you to overcome such failures.

One of the vital elements which makes your day profitable is a harmonious working arrangement with home office officials and a direct co-operative spirit generously given.

All this and more we constantly strive to give our agents. This coupled with good policy contracts and liberal commissions, is an incentive which should interest any ambitious agent who wishes to make the most of his salesmanship efforts.

We would like to hear from several good men for important field positions

Inter-Southern Life Insurance Company
JAMES R. DUFFIN, President LOUISVILLE, KENTUCKY

A MILLION A MONTH IN MICHIGAN

That is the record established by agents of the Detroit Life. That is our record of business written in Michigan each month during 1921. We are very proud of this showing. It is evidence of progressive co-operative effort.

The Detroit Life has agencies and offices in most towns and cities in Michigan. Yet there are a few openings for high-class representatives in some Michigan communities. Any life insurance man or woman anxious to make a new affiliation will do well to communicate with us.

HOME OFFICE
Corner Woodward and Forest Avenues
DETROIT, MICH.
M. E. O'BRIEN, President

DOWN-TOWN OFFICE
No. 1005 Majestic Building
DETROIT, MICH.
JAMES D. BATY, Secretary and Treasurer

The Companies That Stay Are the Companies That Pay

When a company has proven its staying qualities, as the Western Reserve Life Insurance Company of Muncie, Ind., has, the agent who desires to be a general agent can think favorably of that institution. Permanent success can only be attained through a permanent connection. The companies that stay are the companies that pay the representative in the long run.

WESTERN RESERVE LIFE INSURANCE CO.
J. H. Leffler, Acting President John W. Dragoo, Secretary Harry H. Orr, General Counsel
MUNCIE, INDIANA

SECURITY LIFE INSURANCE CO. OF AMERICA

O. W. JOHNSON, President

ROOKERY, CHICAGO

INSURANCE IN FORCE	\$37,000,000
Assets	4,074,586
Payments to Policyholders since Organization	3,453,460

Openings for General Agents and Managers in Fifteen States

Address S. W. GOSS, Vice-President and Manager of Agencies



George Washington Life Insurance Company

*A Definite Territory
A Liberal Contract
Low Premium Policy Contracts*

Opportunities open in West Virginia, Ohio, Kentucky, Tennessee, Virginia, North Carolina, South Carolina and Georgia. Address:

ERNEST C. MILAIR, Vice President and Secretary

"Miracle of Life Insurance"

IN a recent laudatory article written by the editor of a magazine for salesmen, "How to Sell—and What," The *Columbus Mutual Life* Insurance company of Columbus, Ohio, was declared to be the "Miracle of Life Insurance" because of its success in reducing cost of insurance and building up its surplus. Other companies in time, the editor predicted, will be obliged to adopt the methods inaugurated by President C. W. Brandon. "The accomplishments of Mr. Brandon are the marvel of insurance men," he wrote. "They never thought it could be done. Now they are laying their tributes at Mr. Brandon's feet."

So great has been the demand for this magazine article that it has been republished in pamphlet form. A copy will be sent free to any one writing his name and address in the margin of this notice and forwarding to the Home Office.

The Columbus Mutual continues to astonish. In 1921, it issued practically the same volume of new business as in 1920, the "wonder year." It showed a gain of 25% in total volume, a gain of 33% in assets and a gain of 45% in surplus. Policy dividends were 50% greater than total death losses. The annual report is now ready for distribution. Get a copy.

Chicago National Life Insurance Company

CENTURY BUILDING, STATE AND ADAMS STS.

JUST LICENSED BY ILLINOIS STATE DEPARTMENT

First 10,000 shares sold, over \$100,000 deposited with State

WANTED: First class agency man; must be of undoubted experience and ability

One **SECRET OF OUR SUCCESS IS SERVICE** We have a contract for you under which your income will be limited only by your activities
A REAL PROPOSITION FOR A REAL MAN
FEDERAL CASUALTY COMPANY, DETROIT, MICHIGAN
Cash Capital, \$200,000.00 V. D. CLIFF, President



The Masonic Mutual Life Association

Of the District of Columbia

Chartered by Special Act of Congress, March 3, 1889

**The Security of the Old Line
The Economy of the Fraternal**

Select work, with big returns to high class representatives. For terms and territory, write to

WM. MONTGOMERY, President and Gen. Mgr.
New Masonic Temple Washington, D. C.



A New "Ordinary Life Select" Policy

Issued by the

CONTINENTAL LIFE INSURANCE COMPANY

KANSAS CITY, MISSOURI

ASSUME YOU CARRY \$10,000.00

The Company Will Pay	
For Natural Death	\$10,000.00
For Total and Permanent Disability, a monthly income to the Insured of	\$200.00
For Major Surgical Operations (Maximum)	200.00
For Loss of Right Arm above Elbow or Loss of Either Leg above the Knee	5,000.00
For Loss of Right Arm below Elbow or Left Arm above Elbow	3,000.00
For Loss of Either Leg below the Knee	2,500.00
For Loss of Left Arm below Elbow or Loss Entire Sight Either Eye	2,000.00

NOTE—Payments made for disability benefits, loss of limbs or surgical affections, do not deduct from the amount payable at death.
BEN H. BERKSHIRE, President P. R. SCHWEICH, Sec'y and Supt. of Agencies

BRANCH MANAGERS TO MEET

Phoenix Mutual Will Hold Conference at Its Home Office, Beginning March 20

A conference of branch managers of the Phoenix Mutual Life will open at the home offices March 20. It will last for a week and the following four subjects will be the principal topics of discussion:

Section 1. Amount of new business to be placed during the year; apportionment by agencies; percentage of total of new salesmen; apportionment by agencies; total funds available for financing first year men; apportionment by agencies; total funds available for branch office expenses; discussion ways and means of reducing branch office costs; total funds available for sales promotion and efficiency staff material; apportionment by agencies.

Section 2. Methods of securing contracts; methods of selling life insurance; training plans for future; methods of compensating new men.

Section 3. Conservation plans for reducing lapsation and policy loans.

Section 4. All general subjects not covered above.

Phoenix Mutual Figures

The Phoenix Mutual in commenting on its annual statement says that it is now paying more than \$1,700,000 in dividends each year to policyholders. Since organization it has paid out \$120,000,000 to beneficiaries and policyholders. The total incomes last year was \$14,981,158. Of this amount \$2,916,660 was received from interest and rents. The average interest yield on the amount of admitted assets was 5.51 percent. The mortality record was under 50 percent. The surplus funds were increased \$540,000. The policyholders have left with the company \$2,700,000 in dividends on which the Phoenix Mutual is paying 4.6 percent. Its insurance in force increased \$28,000,000. Of its business last year, 32.5 was on whole life basis, 15.9 on 20 payment life, 18.4 on term and 17.2 on long term endowments.

Sales Course at Philadelphia

One hundred Philadelphia representatives of the Equitable Life of New York began last Thursday a three weeks' course in salesmanship and the principles and practice of life insurance, under the direction of Dr. George B. Van Arsdall of New York. Dr. Van Arsdall says life insurance as a profession is appealing more and more to college graduates, a number of universities having established courses in this subject in recent years. About 100 men are enrolled in the Equitable course, upon the completion of which diplomas will be given.

Union National in New Territory

The Union National Life of Houston, Tex., has now entered the District of Columbia. The John P. Collins Company, 806 17th Street N. W., Washington, D. C., has been appointed general agent. The Union National now operates in Texas and District of Columbia.

"All that its name implies"

The

Square deal

Agency Contract

Write for particulars.

Gardian Life
Insurance Company

Home Office, Madison, Wis.

HOME LIFE INSURANCE CO. NEW YORK

WM. R. MARSHALL, President

The 60th Annual statement shows admitted Assets of 37,780,735 and the Insurance in Force \$185,755,819—a gain for the year 1919 of over \$27,000,000. The insurance effected during the year was over \$40,000,000, or 63% more than in the previous year. The amount paid to policyholders during the year was over \$1,388,000.

W. A. R. BRUEHL & SONS
General Managers
Central and Southern Ohio and Northern Kentucky
Rooms 601-606 The Fourth Nat. Bank Bldg.
CINCINNATI, OHIO

HOYT W. GALE
General Manager for Northern Ohio
229-233 Leader-News Building
CLEVELAND, OHIO

FEDERAL UNION LIFE Insurance Company

Cincinnati, Ohio

has just issued a very interesting booklet
"Suggestions for Increasing Your Income"

and would be pleased to send a copy to every Life, Fire and Accident Agent in Ohio, Illinois and Kentucky

Rates Reduced

Premium rates reduced September, 1920.

All leading forms of policies written.

Best of contracts to agents.

Two general Agencies open in Iowa.

Write for information.

LOUIS H. KOCH, President

National American Life Insurance Co.

Burlington, Iowa

MODERN BUSINESS GETTING METHODS

How Leo Thomas of Detroit, Mich., Wrote Million and a Half Paid for Business In His First Full Year in a Strange City

WHEN a stranger, a man not 30 years old, goes to a city of a million souls, gives the city the "once over" for six weeks, then calmly and without ostentation, proceeds to pay for \$1,500,000 of personally produced life insurance in his first year in that city, one cannot wonder at the general comment of the old-timers in the business of "How does he do it?"

But this achievement is a fact, and Leo Thomas of the H. Wibirt Spence agency of the Mutual Life at Detroit is the chap who must be credited with its performance.

Fourth Among Leaders of Company in Nation

In November, 1920, Leo Thomas was brought to Detroit by Mr. Spence. He spent six weeks "looking the city over" as he aptly puts it, and he certainly must have taken a good look. By the middle of January, 1921, he had planned



LEO THOMAS

his campaign and had successfully begun its execution. As the weeks grew into months, Mr. Thomas' applications grew in number and in size and when the flag dropped at the finish of 1921, Mr. Thomas had paid for \$1,462,000. He was the first man in 1921 to qualify for the \$250,000 Mutual Life Field Club.

This remarkable record placed Mr. Thomas fourth among the leaders of all the Mutual Life salesmen. He wrote thirty-three policies for a general average of a little better than \$44,000 per policy. He paid for more life insurance than any man in Detroit or the state of Michigan.

Mr. Thomas is now 29 years old. He has been in the life insurance business seven years, starting his career in the industrial end of the business in New Jersey (industrial men please take notice). Since that time he has had a varied experience, having had connections in five other states. On leaving New Jersey, he operated in New York, then came west and located in Missouri. Going back east he established himself in Connecticut and before coming to Michigan in 1920, he was located at Springfield, Mass. Mr. Thomas is married and has a family of four children. He is a member of a prominent Detroit club and president of the Mutual Life Field Club at Detroit. His hobbies are boxing and trap shooting.

Now we come to the big question "How does he do it?" Mr. Thomas' start was not sensational, but his activities soon leaked out and insurance men, both his Mutual Life colleagues and those from other companies, began to take notice, as good insurance men are wont to do.

They came, they saw, but their first impression of Mr. Thomas could not reconcile them to the fact that \$100,000 policies were "nothing in his young life." For when one first meets Leo, he is rather unresponsive. He is quiet. But behind his upright figure and penetrating gaze, there is a "twin-six" brain "hitting on all twelve." Nothing escapes Thomas. He sees all—throws away the non-essential and absorbs the beneficial information.

Service is the secret of Mr. Thomas' success. It is said in Mutual Life circles that when Mr. Thomas has sold a man, that man is through buying life insurance—his protection is complete—the policyholder understands what he has and believes in Thomas implicitly. Just to show the thoroughness with which Mr. Thomas works, before he came to Detroit, he tried out his meth-

Mr. Thomas advises the man not to buy any more life insurance, advising him that he has a sufficient amount and arranges his policies in a satisfactory manner, thereby earning the man's everlasting gratitude and support.

He never carries a rate book. He never confuses a client with technicalities, but sells himself so completely that the prospect tells him to "fix him up." He never sells any definite amount of life insurance. A definite purpose for every policy is Thomas' watchword. After thoroughly studying a man's needs, he buys the amount of insurance that the man must have and arranges it to cover those needs.

"Think in Big Figures" Is Another of His Maxims

"Think in big figures" is another of Thomas' maxims. Every insurance man has kicked himself after he has tried to sell a \$10,000 policy to a \$100,000 buyer. Thomas is never guilty of this mistake. He says that this was one of the first mistakes in selling he overcame, so now when he places a proposition before a man the amounts read like a financial statement of a great banking institution. Thomas says that the biggest life insurance field in America is not scratched; that is the list of millionaires. "The \$10,000 to \$50,000 field is crowded and crowded by good men; the field to work today consists of the buyers of \$100,000 to half million dollar

THOMAS' NUGGETS OF SALES WISDOM

1. Always sell yourself.
2. Be sure of this, that when you are sitting across the table from a prospect, he is sizing you up just as much as you are judging him. Don't disappoint him.
3. Study human nature.
4. Select your field in which to work.
5. Be honest with yourself as well as your clients.
6. Study all the time.
7. Think big.

ods in the East. He succeeded there and proved to himself that he was right, and his 1921 record substantiates this belief.

"Sell Yourself" First Requisite for Service

In order to enable one to give service to a man, one must have the implicit confidence of a prospect, in other words, sell yourself—that is Mr. Thomas' biggest asset. He sells himself so completely, so thoroughly, that he has made his name synonymous with insurance—that his policyholder thinks of Thomas whenever he sees or hears the word Protection.

"I have studied the psychology of selling all my life and I consider this knowledge of human nature which I have acquired as my greatest asset, and it enables me to serve my client better." This is Mr. Thomas' own statement.

Mr. Thomas backs this personal service with a thorough knowledge of life insurance. As one of the Mutual Life biggest producers and oldest agents said: "Thomas knows life insurance better than any man I ever met," and this man has met them all.

Uses Original System Backed by Years of Study

Thomas has an original system inaugurated by himself after years of study. This system calls for a series of letters, with a close follow-up, to the appointment. After a personal call, Thomas gets the prospect's policies, finds out the man's needs, arranges the settlements to the best advantage, and then writes the additional insurance to cover all the liabilities. Many times

policies," Thomas says. Fear keeps good men from attacking these prospects, but fear is missing from Thomas' make-up.

Just to give an example of Thomas' service: Mr. —, a nationally known Detroit man, a millionaire manufacturer, was called on by Mr. Thomas. He gave his policies to Mr. Thomas for analysis. On these policies Mr. Thomas got a refund for his client of \$8,000, and \$600 a year more on his dividends. The client had accepted a settlement on paid-up policies which were carried on a heavier reserve than they should have been. Mr. Thomas took this matter up with the various companies and the above settlement was obtained.

To do this, one must have a perfect knowledge of life insurance contracts.

Old Adviser Called in "To Get Some Lessons"

At another time Mr. Thomas came in contact with a large buyer of insurance who had always bought his insurance of another man with another company. Not knowing this, Mr. Thomas solicited him. After an interview and several letters, this man called his old insurance adviser on the telephone and told him to come up and get some lessons in life insurance. There are just a few sidelights on Thomas' work.

But all through Mr. Thomas' methods and selling practice, a close observer can see that really Mr. Thomas' success is based on his sincerity of purpose, a desire to serve his man efficiently, a persistent seeking for knowledge and business and a supreme concentration on his work, but above all, he is just human.

Some Selling Pointers

From James A. Campbell

AGENCY DIRECTOR JAMES A. CAMPBELL of the Central Branch of the New York Life at Chicago is one of the most successful life insurance supervisors in the country. He has the largest agency of the New York Life. Here are a few thoughts that Mr. Campbell dashed off the other day that the New York Life is sending to all its agents:

Do not allow anything to interfere with your appointments. Fill them promptly and be considerate of your client's time—it has a money value. Don't waste it.

Don't knock your competitor; be a good loser—it will help get you business. Discharge your worries from your mind when you are working; they will blind you to the best opportunities.

Be a leader in your community. Help with all public enterprises, but do it quietly—the public will see that you get credit for what you do.

Keep your clothes pressed, shoes shined, and have a clean shave; the public doesn't respect a salesman who is not particular in his appearance.

If business is not good, don't complain. Make an examination of yourself and see where the trouble is.

Learn to meet your friends with a smile. A good-humored man or woman is always welcome. Learn to laugh. A good laugh is better than medicine. Learn to keep your troubles to yourself. The world is too busy to care for your ills and sorrows.

A solicitor should never vary from the truth. Too often a person will leave the wrong impression in order to get the business, but sooner or later he who was misinformed will get a knowledge of the truth; then you will lose his good will, respect, and any business which he might have been instrumental in throwing to you.

In order to make a success it is necessary that you work eight hours every day in the field and not in the office.

In order to be a member of the \$200,000 Club it is necessary that you plan your work so you will not waste any steps on useless prospects.

Business can be secured if you will simply go after it and make up your mind to get your share. Do not talk to me, for I have no time to devote to any pleasures but simply business.

It is confidently expected that Mr. Thomas will pay for \$2,000,000 of life insurance in 1922. He has bought for his clients between \$300,000 and \$400,000 during the first six weeks of 1922 and has some big cases "in the mill." His prediction for 1922 is this: "Although money is still tight and wealthy men are cutting their expenses, by making them see that life insurance is indispensable and a necessary expenditure, by hard work we can have them increase this outlay instead of curtailing it."

Confidence Is Essential

Every successful salesman will tell you that without confidence success cannot be attained. You must have confidence that your company is as good as the best, that its contracts are as good as the best, that the selling of life insurance is one of the necessary and most worthy callings, that you are "as good a man" as your prospect, and that you have the ability to sell. Steep your whole being in confidence, and continuously keep yourself in that condition, if you would win. And you cannot fail if you are courageous with confidence, and work and study your product and constantly study yourself.—Points.

If they had made the speeches first and the eats last, there wouldn't be any banquets.

And It Fills Every Life Reinsurance Need



The Reinsurance Life

Des Moines



\$50.00 A WEEK FOR LIFE

while totally disabled from either injury or illness. \$6,000.00 for death by ordinary accident, \$12,000.00 for Travel accident

AND IT ONLY COSTS \$56.00 PER YEAR

Our top salesman made \$12,000.00 last year. Does it interest you? If so write

BUSINESS MEN'S ASSURANCE COMPANY
W. T. GRANT, Vice-President. KANSAS CITY, MISSOURI

Are You Permanently Established?

Write for Territory
Pennsylvania—Ohio—West Virginia
PHILADELPHIA LIFE INSURANCE CO.
PHILADELPHIA

CO-OPERATION

Home office co-operation in the fullest sense of the word enabled our agents to increase their paid-for business in 1921 35% and make an increase of 40% in business in force.

We have ample Educational facilities, also maintain a Prospect Lead Bureau and Circularization Department.

A contract with us means increased facilities for business. We have General Agency openings in North Carolina and Arkansas, and several agency openings in our Southern territory.

THE SHENANDOAH LIFE INSURANCE COMPANY
ROANOKE, VIRGINIA

On agency matters address W. F. Macallister, Agency Mgr.

SEE PROSPERITY ON RETURN IN THE EAST

(CONTINUED FROM PAGE 7)

should have the ability to determine that for himself. In the case of a good salesman, according to Mr. Ashbrook, the number of interviews averages two or three; a poor salesman needs five or six. The point is to find out at the earliest possible stage of the game just what is on the prospects's mind. It may be that he is preoccupied with another subject, in which case, of course, the interview may end without closing the subject. Or possibly he endeavors to hide a physical impairment which he knows would be discovered by the examining doctor and would bar him from taking a policy. Or it may be the present business slump or a temporary financial embarrassment which render the interview inconclusive. Possibly a corporation may be waiting for a certain deal to go through before it feels it is in a position to insure the life of its executives. In any event, the agent with the strong personality gets down to brass tacks at once and learns whether or not it is worth while keeping a given name on his list; he is able to keep the number of interviews down to a minimum.

VOTE TO UNITE WITH M. I. B.

(CONTINUED FROM PAGE 1)

be operated according to territorial divisions. For the companies located on the edge of one section desiring impairment information for only one adjoining state but not for all of the states in an adjacent division, a special checking service is provided. There is no obligation on the part of American Life Convention companies to purchase "back" cards, but they may purchase a set if desired.

Will Certify List of Members

Mr. Taylor said that the present members of the M. I. B. are writing 84 percent of the life insurance produced in America, while American Life Convention companies are writing only 13 percent. Combined, the member companies will secure 97 percent. As the first move the executive committee of the American Life Convention will certify a list of members entitled to M. I. B. membership and these will be admitted as a group only. Any A. L. C. company may obtain a full and individual membership providing it is able to meet the requirements.

Secretary Blackburn read the resolution prepared by the executive committee of the American Life Convention and the board of managers of the Medical Section. President Johnson of the Central Life of Illinois moved its adoption. J. B. Reynolds of the Kansas City Life offered a second. The vote was unanimous and hearty.

It was announced that the United Service Bureau now has on hand 4,200,000 cards, worth about \$20,000. The American Life Convention will purchase these, so as to prevent a dead loss to the United Service Bureau. The M. I. B. has agreed that these cards may be filed with the M. I. B. record.

Dr. Oscar H. Rogers of the New York Life and Dr. Knight of the Metropolitan represented the M. I. B.

throughout the negotiations, which began last summer. Both were here today. Dr. Rogers was called upon and told in detail just how the new arrangement will operate. Many A. L. C. officials will remain through the sessions of the Medical Section and make a week of it.

Provident's Change Delayed

The Provident Life & Trust, the stockholders of which have voted to separate its life insurance and trust business, will be split into the two companies as soon as the necessary legal arrangements can be effected by the courts. This will take at least the best part of a year, according to William S. Ashbrook, agency secretary, but no date has been fixed. The new insurance company will follow its same general policies only it will be freer, and this freedom is expected to result in lowering of rates at some time in the future.

West Coast Increases Dividend

The West Coast Life of San Francisco held its annual stockholders meeting at the home office in San Francisco last week. President Frederick J. Koster stated that 1921 had been the most successful in the history of the company. While the production did not measure up to the record of the preceding year the profits from operations in 1921 were gratifying and as a result an increase of 2 per cent in the annual stockholders' dividend was announced, placing the stock on a 12 percent basis.

All the officers and directors were re-elected for the ensuing year.

"Empty Grave Case" Affirmed

The Texas court of criminal appeals has affirmed the famous Texas "empty grave case" last week and Byrd Jackson Cochran will have to serve two years in the penitentiary for swindling. He feigned death and his wife collected a policy for \$5,000 in the Southwestern Life. Two conspirators, tenants on his farm, have heretofore accepted sentences of two years each for their complicity. The wife has since died.

Cochran was supposed to have died suddenly and there was a regular funeral.

Southwestern Buys Property

The Southwestern Life of Dallas, Tex., has bought the property adjoining its office building and fronting on Main street for 35 feet and extending 100 feet; the length of the home office, for a cash consideration of \$175,000. It was announced that the property, now occupied by two stores, will not be improved, nor the stores molested for the present. The company, it was said, acquired the property in order that it would be protected in the future should it desire to erect additions to the present building.

Life Notes

Application for a charter has been made for a life company at the New Jersey department, signed by Rev. I. W. L. Roundtree of Trenton, and Rev. S. L. Corrothers of New York. It will be a stock company and will write only colored business.

BUILD YOUR OWN BUSINESS

Under Our Direct General Agency Contract

Our Policies Provide for

Double Indemnity Disability Benefits
Reducing Premiums

SEE THE NEW LOW RATES

ORGANIZED 1850
The Manhattan Life
INSURANCE CO.

66 BROADWAY

NEW YORK

"The Company of Co-operation"

DES MOINES LIFE AND ANNUITY COMPANY

We will insure the whole family! Any plan, any age, either sex! This is a service our men appreciate these days. If it appeals to you, write.

HOME OFFICE, DES MOINES (R-T Bldg. IOWA

TERRITORY—IOWA SOUTH DAKOTA

Northwestern National Life Insurance Company

MINNEAPOLIS, MINN.

A WESTERN, MUTUAL, ANNUAL DIVIDEND,
OLD LINE COMPANY

The Company for Policyholders and Agents

The Farmers & Bankers Life Insurance Company

Invites Inspection—Inquiry of Integrity

It Issues

POLICIES THAT ATTRACT

And maintains a relationship with its Agents that creates a genuine spirit of loyalty between Agents and Company

Home Offices;

Wichita, Kansas

1867 **EQUITABLE LIFE** 1922 Insurance Company OF IOWA

Results of 1921

Insurance in Force.....\$286,934,616.49
Admitted Assets.....\$ 39,234,839.04
Ratio of Actual to Expected Mortality.....34.7%
68% of all business written since organization still in force.

*For information regarding Agencies
Address:—Home Office: Des Moines*

Improved Disability Provision

Claim may be made as soon as disability occurs—no probationary period.
Payments, begin immediately on approval of claim—no probationary period.
Monthly payments, lifelong, conditioned on permanence of disability.
Immediate waiver of future premiums—no waiting until next anniversary.
Full amount of insurance paid when insured dies, without deduction for disability payments or for premiums waived.

This new disability provision brings the service of America's oldest legal reserve life insurance company still closer to the needs of the insuring public.

For terms to producing Agents address

The Mutual Life Insurance Company of New York

34 Nassau Street, New York

Central States Life Insurance Company

St. Louis, Mo.

Insurance in force - - \$58,000,000.00

JAMES A. McVOY

Vice-President and General Manager

More Than 1¼ Million Policies Now In Force

Only four other life insurance companies in America have more policy contracts in force than this company. A study of the following growth in ten years is invited:

	Jan. 1, 1911	Jan. 1, 1916	Jan. 1, 1922
Assets	\$ 5,614,764	\$10,279,663	\$ 28,295,931
Policies in Force	371,106	613,615	1,294,394
Insurance in Force	49,245,028	89,596,833	265,197,626

Attractive opportunities open to agents in Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, Michigan, Illinois and Missouri.

The Western and Southern Life Insurance Co.

W. J. WILLIAMS, President

CINCINNATI, OHIO

Organized February 23, 1888

A Wider Field An Increased Opportunity

Our Agents can sell policies on the annual premium plan, up to \$3,000, to young men and young women as young as age 2—protective insurance and Educational and Business Start Endowment Insurance. This extension of the age limit for Ordinary Insurance down to age 2 helps our Agents considerably. We issue Participating and Non-Participating Policies.

As regards adults, we write contracts with Double Indemnity provisions covering any kind of fatal accident, or with Double Indemnity provisions covering fatal travel accident only, as may be desired.

We issue policies with waiver of Premium and Disability Annuity or Installment Payment features.

We insure males and females at the same rates.

**OLD COLONY LIFE
INSURANCE COMPANY**
CHICAGO, ILLINOIS

A Base for Success

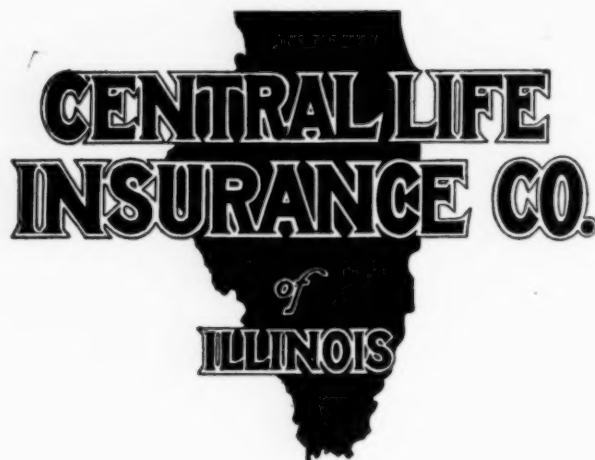
While it is true that a man's success or failure depends, in the final analysis, upon himself, it is also true that outside influences often play a large part in hastening or hindering success.

The outside factor that most influences his progress is the base on which he builds. From among the many going concerns in different lines of endeavor, he must make a selection, and upon the wisdom of his choice—upon the soundness of his judgment as to which base is of the best character, offers the greatest future possibilities and the broadest scope for his particular abilities—depends, largely, the length of time it will

take for his inherent capacity for success to assert itself.

Nowhere will an aggressive man who wants to build a permanent, steadily increasing income find a better base on which to build than the Central Life of Illinois.

There he finds a successful establishment of fine character, broadly organized to give him every assistance in making his start and then seeing him through to the finish. Young, vigorously growing, and capably managed, the company offers an opportunity where a man's ability finds capacity employment as rapidly as it is developed.



OTTAWA, ILLINOIS